



the TreeLife

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puravida
life in Costa Rica

Interviews
Sonnie Trotter
Kelli Emmett

5 Steps
for mutant strong skin

Understand **SPF**
the new FDA rules and you

the JTreeL

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9 TO 5 RUINS LIVES

JTree Dave on the American dream, true wealth, and taking control of happiness.

So there I was... well down the path of the American dream. I had earned an engineering degree from the University of Michigan, was working 9-5 in a dynamic nano tech company, driving fancy cars and living in a lake house with a white picket fence. I was in on the ground level, and our small startup was very well funded. When we had board meetings, it looked like an exotic car lot out front. Dreams of an IPO and swimming like a dolphin in a vault of gold coins consumed me.

I worked hard... but I also firmly believed in the work-hard play-hard philosophy. I spread my 20 days of vacation time out so that I had three day weekends at least every other week. Knowing I was going to be skiing, climbing, surfing or biking on the weekend motivated me to get more done in four days at work, and better enjoy my time off. I had beat the system, and was living an ideal life for a guy in his mid 20's.

A few years into this highfalutin, venture-capital funded, playboy lifestyle, I realized that I wasn't actually as happy as I thought, and portrayed myself to be. The people I had grown close to over my countless long weekend adventures were truly happy. They were the ones without a solid job or those tangible possessions of the American dream. They were living out of vans and old school busses. Each Sunday afternoon as I was packing up to migrate home along with all of the other "weekend warriors" they were just heading out to the cliff to scope out their project for the coming week. I was envious of the bounty of beautiful weather and uncrowded climbing they would experience while I was back at work.

By living simply, and following their heart, my 'dirt-bag' friends were actually living a happier, fuller, more adventured life than I was... and I didn't have enough time to keep up! They didn't have much lined up for the future, retirement, or a rainy day, but they made me realize that true wealth had very little to do with money. I came to understand that true wealth is

measured in the abstract variable of time. Being in control of your own time is actually what defines true wealth. Time contributes to happiness and time enables adventures. Money can play a factor in this, but more often than not, money and time are on opposite ends of the spectrum.

Unwinding the American dream turned out to be one of the biggest challenges I have faced. I was so heavily indentured to my job, that it was nearly impossible. With constant reminders of what life on the other side might be like at the end of every weekend, going back to work became less and less fulfilling. I made a conscious decision that I would unravel the financial web that bound me to my 9-5. Removing my debt obligations by liquidating material possessions was the first step. In roughly two years I had sold the fancy cars, moved into an RV, rented the house, and enabled some passive cash flow through a small organic skin care business. Finally, I left the nanotech industry, and hit the road.

My new life embraced the freedom of my vagabond friends, yet also let me prepare for the future. This new skin care business could sustain my travels for the near future, but also had enormous long term potential. I had enabled myself to chase the sunshine, play everyday, and work at an enjoyable pace from my 310 square foot rolling home and office 'with a view'.

Writing this essay, I'm parked somewhere along the Pacific Coast Highway listening to waves crashing against the beach. My hair is still wet from the morning surf. An occasional salty drip catches the corner of my mouth as I bite into the 23rd PB&J sandwich I've had for lunch in as many days. I desperately miss sushi lunches, but it's just not in the budget. And honestly, this same old sandwich is pretty good with an awesome view! Take a moment to close your eyes. Imagine what view you would like to have outside your office window this week. What would you sacrifice to get there?

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PEOPLE LOVE US! TESTIFY

People love JTree like bees love honey! Here are a few of our favorite "letters to the editor".

Read more love stories at
JTreeLife.com

1 Kim Becker

After a long day on the river in cold water, my hands are pretty beat up. My skin is dry, cracked, and irritated; my fingers are sensitive, and my hands are not happy. Joshua Tree's Paddler's Salve keeps me on the river and off the couch, as it moisturizes my skin with its essential oils, and heals my hands! Not to mention the SPF Face Sticks! It's the only sunscreen I wear paddling- I can put in on minutes before I get on the water, not wash my hands, and have plenty of grip on my paddle- it is not greasy! It smells good, provides great coverage, and stays on all day in the water. Thanks JTree, for making the best skin care products, ever.

2 John Desmett

Thanks for a great product! As a carpenter, Michigan winters are extra hard on my hands. This is the first product that really helps my dry, cracked, aching skin. I tell the younger guys to do something nice to their body - all this manual labor will wear it out. Using J-Tree is like buying a drink for your hands! Like a nice drink, not some swill beer on special at the corner pub.

3 Dana Brown

We met some folks from your company at the OR trade show and bought a bunch of your products and we love them; from the teas on down to the dog salve and your lip gloss/balm is, to put it in my daughter's words, "what I thought Burt's Bees products should have been like."

4 Dr. Dave Meinhardt

My hands are a mess! Washing 30+ times a day at the hospital, and the alcohol based sanitizers, leaves them very dry and cracking. On top of that, daily training for slalom water skiing results in severe calluses. Normal lotions (like those available at the wash stations) would cause my callouses to soften and tear... that's excruciating! In order to heal the dry damaged skin, I rely on J-Tree Watersports Salve.

6 Leslie Timms

Joshua Tree Products are so awesome that I proudly advertise them wherever I climb. I don't just put any gigantic sticker on my hippy van! I'm a believer in the power of holistic and natural healing, as well as supporting sustainable agriculture. Joshua Tree Salve is an eco-friendly miracle salve. Chalk always dries out my skin and this stuff is the only thing that has worked to heal the cracks. I also use it as a replacement for polysporin in my first aid kit for canoe trips and it has become a staple in my climbing pack. Their new lip shimmer is my new obsession and I cannot live without it! I can't say enough about J-tree products, this stuff really works. Great work, Dave :o)

Is it true that skin often exposed to the elements doesn't absorb moisture or skin care products as easily as skin that hasn't?

Your skin responds to the environment just as muscle responds to exercise. Your body's response to friction for example is to build a callous, and its response to very dry weather is to create harder, dry skin to prevent moisture loss. This type of evolutionary response is no longer necessary in most cases, and can even be harmful.

Your dermatologist or aesthetician can help you determine if this is a problem for you and help outline safe, effective treatments. In general, try using a pumice stone on areas like feet, elbows and knees to help remove dried dead skin that builds up. If you have any deep cracks, getting them clean with soap or alcohol is a must for them to heal. Then a bit of JTree Healing Salve, and maybe even a loose dressing will do the rest.



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SPF EXPLAINED

SUNSCREEN

A Sun Protection Factor or SPF is a method of calculating how long you can be exposed to UV-B radiation without burning. If applied properly, SPF 15 sunscreen should offer 15 times the duration of sun exposure as without sunscreen. Keep in mind that individual tolerance to burning is highly variable. For example: If you typically burn with 20 minutes of unprotected sun exposure then using SPF 15 sunscreen should give you $[20 \text{ (minutes)} \times 15 \text{ (SPF)}] = 300 \text{ minutes}$ (5 Hours) in the sun before your skin will begin to burn. BUT, as the molecules in the sunscreen that provide protection work, they break down and

get used up. Sunscreen will also rub off, sweat off, and rinse off over time so you may not get the full 5 hours without reapplying. The new FDA regulations dictate that SPF needs to be reapplied at least every 2 hours. The FDA will no longer allow claims of waterproof, sweat proof, or all-day protection.

Another interesting change you will see this summer is that products are no longer allowed to claim SPF ratings higher than 50. Consider that SPF 15 protects from 92% of UVB rays, SPF 30 from 97%, and SPF 50 from 98%. Beyond

ARE OUTDOOR ENTHUSIASTS BECOMING MORE AWARE OF POTENTIAL DAMAGE FROM THE SUN?

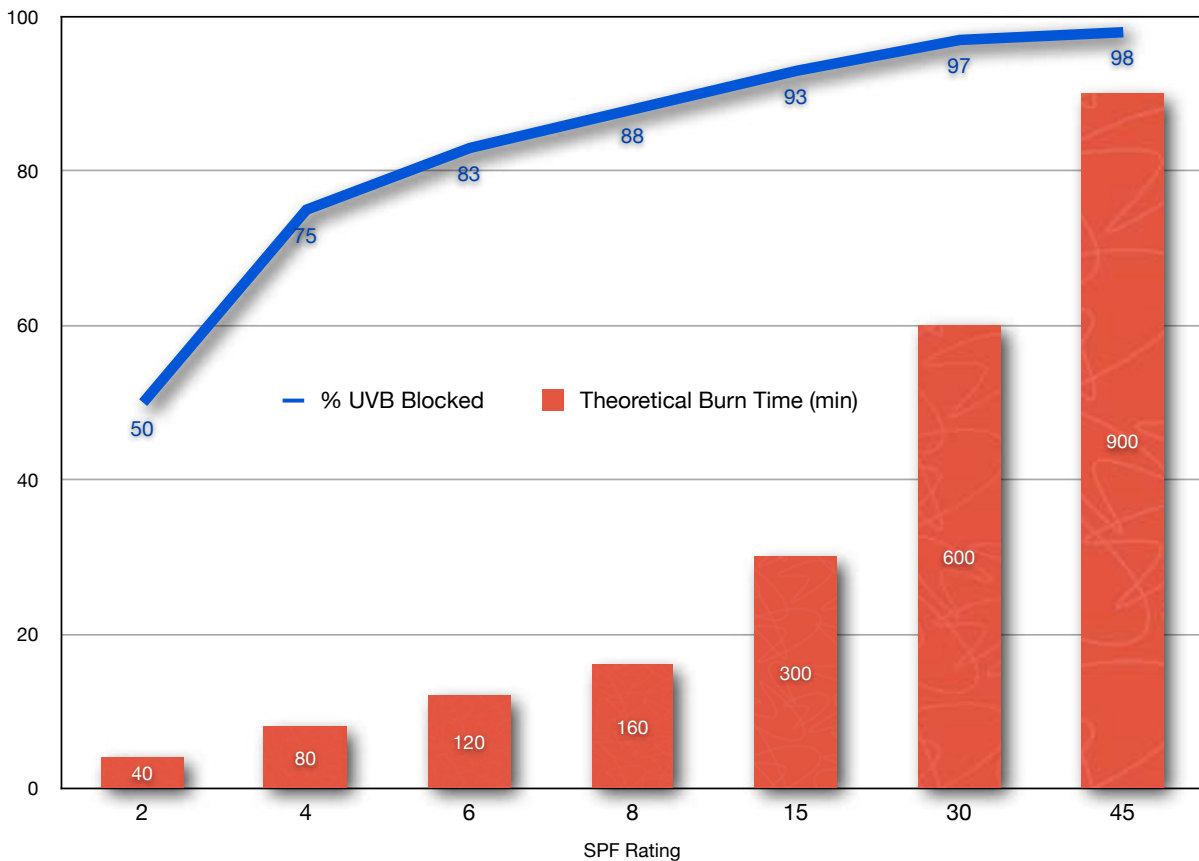
Sun protection has been a very popular topic in the media the last few years, especially with discussion about this year's new regulations from the FDA that cover SPF products. Outdoor enthusiasts in particular are exposed to a lot of that media. The healthy lifestyle choices that go along with outdoor sports and exercise make this demographic very keen to such an important topic.

that the functional change in performance becomes negligible.

If you are fair-skinned, prone to burning or have a family history of skin cancer, you may also consider using protective clothing with the highest UPF rating (50+) available and seek shade whenever possible.

Also important to note is that SPF only applies to your potential protection from UV-B radiation, which causes visible burning. SPF does not indicate protection from UV-A radiation which penetrates deeply into the skin and has been linked to skin cancer. According to the new FDA regulations, sunscreen must pass a broad-spectrum lab test to determine effectiveness against UV-A radiation proportional to its UV-B protection in order to be labeled as broad-spectrum protection.

Sun Protection Factor Data for Sun Screen



SONNIE TROTTER

INTERVIEW



How often do you use Joshua Tree Climbing Hand Salve?

Well that depends on where I am. If I'm on a climbing trip I'll use it everyday, especially if I'm in a desert climate, places like Moab, Utah or Bishop, Cal. They tend to dry out the skin more quickly than climbers would like and if I'm on a trip, I want to climb everyday, Joshua Tree Salve makes that possible.

When do you use it? Before climbing, during, after, all of the above?

Sometimes I'll put it on early in the morning, before a big day. It doesn't leave you with an oily feeling like other salves, the skin is hungry for this stuff and it absorbs well. But most of the time, I'll apply it once directly after climbing, once around dinner time and then once more after dinner, usually while drinking a cold beer around a campfire, that's a nice ritual to have.

Why are hand salves like Joshua Tree Hand Salve important to use during while climbing?

To help my grip during my rock climbs, I use chalk. Climbers use chalk the same way gymnasts use it. The magnesium helps to keep our hands dry and free of moisture, thus allowing better contact to the stone. The problem is that chalk will dry out your skin and the rock will sometimes scrape you up and leave you feeling a little scrappy. J- Tree Salve reverses the damage

almost overnight, allowing me to climb with 100 percent commitment the next day.

What do you like about this particular salve over others you've tried?

Before I even put the salve on my skin, I wanted to read it's ingredient content. J-tree Salve is a holistic product. It contains all natural ingredients and they are deeply concerned about every step of the process, from agriculture to the packaging. I resinated with this, and as climbers and outdoor enthusiasts, the environment is a mandatory element. I could go on about its healing properties over other salves, but I think it's easier to just say that "IT WORKS".

Do you feel you get any other kind of personal benefit from it?

J-tree can be used for nearly anything skin related. Many people use the products for insect bites, rashes, cuts and scrapes. Sunburn is a big one and now J-tree has a lip balm that is practically essential for all climbers and outdoor lovers. Also, I benefit because I feel good about supporting them, they are doing it right, for the best reasons, and that's good enough for me.



KELLI EMMETT

Kelli Emmett currently rides for the Giant Mountain Bike Team, and has been a Professional Cyclist since 2000. She has competed in several different disciplines including mountain, road, cycle-cross, and 24-hour endurance races. Her life on “2-wheels” has been full of adventure and accomplishment, and has landed Kelli a favorite spot in the eyes of the cycling fans around the world.

We caught up with Kelli as she was getting ready for a training ride... but to our surprise, she was not on a mountain or road bike. Kelli's favorite training tool and past time is riding motocross. I was a bit shocked to see an elite cyclist on a bike with a motor instead of pedals, but she insists that the workout is just as good and the skills training is unparalleled.



How did you get into dirt bikes?

I guess it was my brother who influenced me into riding motos... I grew up on a farm in Southeast Michigan and we always had 4-wheelers and motos. I've always been obsessed with riding dirt bikes. I bought a little Honda 75 when I was 10 years old. I worked on the farm for the whole summer to save enough money for that bike. Unfortunately, it got stolen a couple weeks later and I never replaced it. It wasn't till I was in high school when I would steal my Dad's motorcycle out of the barn and my brother taught me how to ride. My brother and I would go to the local race track in Lansing and work on basic skills.

What kind of bike do you have and how did you end up with that particular bike?

Well.... My brother left his bike in my garage in Colorado and I decided to take it out for a spin and ended up falling in love with it. It's a KTM 300xc-w 2 stroke. It has a lot of power especially at sea level, which I found out living in Oregon. So, I am looking for something a little smaller and less likely to rip my arms off every time I hit the throttle.. Ha! Anyone selling a 250 XC-W 2008 or newer??

How has the Moto helped, or hurt, your Mountain Bike Racing career?

It's a very delicate mix of training and riding motos. I love moto-ing but it doesn't really do much for fitness and makes me muscularly very tired. So,

usually, after a training block, I can get in a day or two if I have any energy left. In the fall, I ride a ton instead of training on the bike. I think there are some days where I probably shouldn't ride motos, but I can't help myself. Sometimes, I just need a break from riding my bike and it's a great cross over. I get in much of the technical aspect of riding mountain bike like choosing lines but less

of the aerobic fatigue.

Tell us a story about crashing, or getting hurt on a dirt bike.

Well.. I've been lucky with not crashing on my moto. It's funny because everyone who I race against on mountain bikes thinks motoring is sooo dangerous. But, I've broken lots of bones while riding my mountain bike. Think about it... You can go way faster down single track wearing your underwear compared with riding a moto at half the speed and with full pads. So, I feel like riding motos is the safe choice. Ha! I guess, my most epic story is following a friend down this single track trail outside of Boulder and not being able to come back out of this canyon and having to ditch our bikes and walk out at night. My friend Mike and I were wrestling bikes for hours till we were too exhausted to ride. We had to walk back to the bikes in the morning and haul them out with tie down straps. Luckily, it was only a few miles till we were able to get the bikes back to the truck. The lesson learned from this adventure was never ride down something you can't ride back out of.

What is the story about dumping your moto in the river!

Ohh.. I was riding with some of my friends outside of Boulder. It was still early spring and there was lots of snow on the trails and the weather was pretty variable. When we started, it was sunny and warm out and no sight of rain. I had done a 60 mile bike race the day before and it was 90 degrees. I had limited time to get my gear together for the ride. So, the thought of snow was not even on my radar. I headed out with no tools and a light rain jacket and gloves. I was with my friend Melissa and a group of guys.. I was bringing up the rear since I



was the slowest rider in the group. Everyone went through the stream and I fell over when the bike hit the water. Of course, I hit the throttle and caused the bike to fill with water through the air filter and it stalled. Like any girl, I screamed for help. I had 3 guys help me pull the bike out of the water and turn it upside down. I was drenched and cold from the river and at the same moment it started to snow. It was a group effort to try and get all the water out of the engine. It took about 20 minutes and after a few kicks the bike started again. We still had about 20 miles left to the ride and I figured I would warm up as soon as I started riding. We rode for 10 minutes on the trail and then headed onto the paved road for 15 minutes where I got to the point of not being able to feel my finger and shaking involuntarily. We finally got to some trail and I was able to clutch the rear tail pipe to warm up my hands while trying not to melt my gloves. All was a success and we were able to

...continued on page 16

SHOULD MY SKINCARE ROUTINE CHANGE WITH THE SEASONS OR WITH MY ACTIVITIES?

Variations in season and weather along with ozone depletions can cause different amounts of UV radiation to reach earth. Look up the daily UV index for your area. Take into account altitude, time of day, and reflective environments like snow, water and sand to assess how much sun protection is necessary. The EPA offers a 'Sun Wise' UV index app for the iPhone as a great quick reference guide, and it's free.



What life lessons have you learned from riding?

Mountain biking and Moto have taught me a very similar life lesson... Both are pretty tough sports and push me beyond my comfort levels all the time. Just put your head down and keep moving forward. Chances are if I am exhausted and having a hard time then I am sure someone else is too. No use complaining... No one wants to hear it! Ha ha...

add additional single track till we hit snow on the trail. Then, it became a moto wrestling match with a 250 lb. moto. By this time, it was dumping snow and it was all I could do to make it back to Melissa's house. It took us about an hour to get back home once it started dumping. My wonderful friend, Melissa, was nice enough to let me take the first hot shower when we got back. Another epic day on the moto... Anyone who thinks riding motos is easy, has no idea how hard it can be.

Any other Epics?

Where do I begin... I've had too many epic days on motos. I never thought it could take so long to ride 3 miles. One thing about mountain bikes is you can pick them up and walk over tough sections. It's not that easy with motos. With my skill level it can take hours to ride a half a mile in Rico, Colorado.. It's always a challenge and I love it! It can be so hard and help me appreciate the simplicity of riding a bike.

Where are you living now? How are the trails there?

I am currently living in Hood River, Oregon. I love it! The trails are amazing.. I am still trying to find all the local trails but the ones I have found have been great. I rode at the base of Mt. Adams last night and the trails have some of the most amazing dirt. Tacky, loamy goodness... It's so green and beautiful in this area. Just amazing! I haven't found any big epic loops yet but hopefully, this fall I will have more time to play around. I've been pretty busy with racing the past few months. I mainly moved to Hood River for the biking and the Enduro race series that I will be doing this season.

Where do you see yourself in the next few years? How are you going to get there?

Ohhhh... This is a tough question. I am getting old! So, I am gonna have to make a decision here soon to leave bike racing and move into something else. I am not sure what that is at this point. I've been thinking about going back to school and getting my MBA. I've lived this great lifestyle and it's hard to imagine giving it up. But, I am definitely feeling ready for my next phase of life and would like to use my business skills. I grew up in a family of entrepreneurs and always enjoyed business start ups. So, I hope to move into something which would let me utilize some of my skills.

You have a huge following as a mountain biker... aside from being fast, What makes people like you so much?


Do people like me?? Ha.. I know lots who don't... I don't know..

If you could do any trip... ride any where... where would it be?

Patagonia at the moment... Or Baja from top to bottom. Both, I am sure I will get to do one of these days. I really like the Latin American culture. People are warm and inviting and the country side is beautiful. I had some friends from Brazil who would guide bike trips in Argentina and would tell me about how amazing it is. And, I just thought it would be awesome to do it on Motos. See more of the country side in less time and I like doing moto trips where you ride from town to town. I would hope to spend at least a month down there. Baja, I am not sure why I want to go down there so much. I've just heard from friends, who windsurf, that it's a pretty cool place to hang out for a bit. I guess, I haven't done these trips yet cause I sometimes enjoy being home for a month and reconnecting with friends. I travel so much the rest of the year that it's nice to have convenience sometimes and not having to pack for the next trip...

You had an epic with the whole RV thing...

Dave, I think you gave me the idea for RV living. It sounded like so much fun! Ha... I guess I jumped into the whole RV living. I bought a big diesel truck and a 35 ft. toy hauler trailer. My plan was to live and race out of it for the summer. In theory, it was an amazing plan. I was going to be able to haul my motos and bikes to all the amazing areas of the country and actually get out and explore more than just the race venue. In reality, I was so busy with racing, trying to get to the next race, and dealing with sooo many RV mechanical issues, that I didn't have much time for any other activities. When I look back, there were some funny memories like, all the trailer lights going out in the middle of Yellowstone Park and getting pulled over by a cop. Fixing gas and water heater leaks in the mud after racing 6 hours in Alberta, Canada in the rain and snow. But, so glad I had a warm bed to sleep in instead of the wet muddy ground, in which most of my fellow racers



suffered. Replacing the jacks in every town across the US. Camping in the mountains with friends and my brother in Colorado and riding motos right from the RV. So, there were some great memories and learning experience. Of course, it got a little lonely and would have love to share the adventure with someone who was excited about it as I was but, it was a lot of work and not everyone shares the enjoyment of adventure like I do. The funniest reaction was when I pulled up to an RV spot solo and this poor guy had 5 kids in a small 15 ft. trailer and he asked if I was the only one in my rig. I felt a little guilty and like every other excessive American. But, I ended up selling the darn thing a couple years later. It was too much for repairs and the gas to drive around and it was crushing me. I could stay in a 4 star hotel for the same price as taking that trailer to a race. I think my standard dinner in the rig was pizza and wine. I would buy pre-made crust and mix up the toppings. Best advice to beginning RV er's.. Walmart! Besides Colorado, you can get wine, pizza fixing, organic spinach, free RV parking and RV toilet paper.. It's great! I hated Walmart till I bought my 5th wheel trailer.

Any other bits of wisdom to add?

Ohhh.. I guess. Get out there and experience life! There is soo much to see and do out there. Challenge yourself and you will be surprised what you can accomplish. Don't be afraid to go after what you want in life. Don't settle...



Clockwise:

Leslie Timms taking the fast way down in Greece.

Lisa Rands in Bishop.

Brian Matter showing the ladies how to take care of his skin after a cyclo cross race.

Dscottclarkphoto.com - shredding in the mountains.

Taylor May making a Splash at the Masters.

Shannon Lamb's photo at Hudson Mills disc golf course in Michigan.



EVERYDAY ADVENTURES

by Clark Tate



I've spent countless hours seated in some rumbling, oversized locomotive or another - shuttling to, from, or between adventures - swathed to smothering in layers of guilt.

"What am I doing?" I ask myself. And myself responds. "Emitting greenhouse gases that are palpably contributing to the destruction of our arctic ice sheets, coral reefs, and normal weather patterns to commune with the natural world that you are strangling."

Then I gasp. "Who is the wanton, mildly schizophrenic, woman I have become?"

Granted, guilt gets you nowhere. It suffocates the experience and doesn't do a bit of pollution mitigating good. Harboring it certainly hasn't motivated me to substantially alter my lifestyle. All too often I talk myself out of the bike commute (too hot or too cold), out of tak-



ing shorter showers (too Spartan), out of a trip to the organic section of the store (so expensive!). I have actually price compared an organic onion to a polluting, polluted one - closed my eyes - and grabbed the cheap one while pretending that I just didn't see the organic option. The kind of guilt that makes you lie to yourself just isn't healthy. Yet I commonly shrug it up across my noble shoulders and carry it on my wicked way.

True motivation to action is sourced in inspiration and empowerment, guilt just doesn't

have what it takes. Recently, I was introduced to a seemingly small idea that enabled a paradigm shift in my motivational mindset, the 'handprint'. Unlike the now familiar environmental 'footprint', which quantifies one's negative impact on the earth, the handprint records what one does to help the environment, to offset their footprint. It is a nimble, optimistic modification that flips the traditional approach to conservation on its head. And it works, at least for me.



Buying organic? Totally worth it, tastes better. Taking a shorter shower? Now I have more time to sip my morning brew. Biking eight miles to town on my poorly maintained mountain bike with its finicky detailer and brakes so old I have to crank both of them to moderately slow downhill acceleration? "Great exercise!" Shockingly, all this extra effort to be super-eco vastly ups the adventure factor of daily life. When approached from the fresh perspective of eco-empowerment, innumerable daily tasks hold the promise of exploration. When I read a new report stating that 40% of food produced is wasted in the U.S. I asked my neighbor if his enormous orchards yielded more fruit than he needed. "Holy apples!" I worked for my favorite organic farmer for a day and came back with a trash bag full of basil, a new appreciation for the voracity of local pests, and some deeply dirty hands. Cycling to and from town I notice when the rabbit brush is in its fullest bloom, where red tail hawks like to hunt at dusk, and how close various neighbors will pass me with their massive farm vehicles. I must admit that taking shorter showers hasn't been extremely expansive though holding time trials does add some zest. Seeking out new eco-friendly habits has granted me fresh eyes for the mundane details of my own backyard and increased my enthusiasm to explore it. And while I'm likely to keep climbing into a plane, train, or automobile to pursue the siren's call of exotic voyages, now I'll also keep my eyes open and my curiosity piqued for everyday adventures a little closer to home.

ARE OUTDOOR ENTHUSIASTS BECOMING BETTER EDUCATED ABOUT SUNCARE INGREDIENTS?

Sun protection has been a very popular topic in the media the last few years. Outdoor enthusiasts are generally a bit more savvy when it comes to buying performance products. We are exposed to a lot more technology, and have to develop a good understanding of it, when we are getting ready to buy a new Road Bike, Kayak, or Climbing rope. This aptitude translates directly to understanding what to look for in something like a Sunscreen, which will be an integral part of their outdoor routine.



ALEX JOHNSON

PRO CLIMBER

Andy Richter

ORGANIC SKINCARE FOR



*"JTree keeps me climbing;
I don't waste days waiting
for my finger tips to heal."*

AN ACTIVE LIFESTYLE



JTreeLife.com^{2B}

SKIN CARE FOR CLIMBERS

Over the years, we've taken input from our athlete ambassadors like Sonnie Trotter, Alex Johnson and Lisa Rands, to create the optimal skincare regimen for mutant strong skin.

The body's natural response to climbing is to build stronger tougher skin through calluses. JTree's healing salve was developed specifically to enable climbers to continue to climb by protecting those calluses, while still healing cuts and abrasions.

X: Other lotions
Most lotions are loaded with skin softeners. Stay away from ingredients such as lanolin, coconut and mineral oils, and especially petroleum jelly. These emollients will make your tough skin weak and more likely to rip. The last thing you want is for your strong new callus to turn into a flapper — OUCH!

- 1** : Wash.
Clean skin heals faster, so wash your hands immediately after climbing and dry thoroughly.
- 2** : File
On calluses, use a file or pumice stone on the area until it's smooth, with no big bumps or flaps. This will prevent calluses from catching and ripping. Filing down fingertips aid in new skin growth. If your tips are raw, be gentle.
- 3** : Rubbing alcohol.
Rubbing alcohol cleans all the little micro cuts and it also hardens the skin. In fact, some brands put a warning on the bottle that says, "Excessive use will harden the skin." That's not such a bad thing for a climber.
- 4** : Joshua Tree Climbing Salve.
After climbing, around the fire, and before bed, apply JTree Healing Salve, and pack it into any holes or flaps. While you sleep, the healing will begin. (It can also be used throughout the day.)

We use a blend of slow roasted organic herbs that heal the skin quickly. This powerful blend of age-old herbs including Calendula, Comfrey, Echinacea and Myrrh are renowned for their skin cell regenerative, anti-inflammatory, anti-biotic, and antiseptic properties. Unlike hand-moisturizers, there are no skin-softeners in JTree Salve which would disrupt your body's process of producing strong tough skin. Watch out for emollients rich in saturated fats, lipids and fatty acids.

- 5** : Crush
Wake up with happy skin and crush your project!



PURA VIDA

by Kelsey Hansen

*Pic: Antonio Russo
info@mr-yeti.com*

HELPFUL TIPS:

If you need sunscreen before a climb, rub it in with the back of your hand or use a brand that has a hands-free applicator (see the JTree SunStick SPF33 or SPF 50).

Everyone's skin responds differently, so use this as a starting point, and adapt it to what works best for you. There are a lot of different products on the market that climbers swear by, including national brands such as Hoofmaker's and Bag Balm and climbing-specific products such as Climb-On & Joshua Tree Climbing Salve.

We recommend staying away from the hard waxy products that never soak in, and anything with emollients. For example, Bag Balm, a blend of two powerful emollients (lanolin and petroleum jelly) is surely a recipe for disaster for climbers, and anyone else dealing with friction or chaffing. The petroleum-based products aren't very good for you either. Go for something organic, develop a routine that works best for you and use it daily.

Take three cars, two dogs, six paddleboards, twelve people, one seven months pregnant, mix them together and turn them out at the mouth of a Cayman infested river on a remote Beach on the Pacific coast of Costa Rica. It sounds like a recipe for disaster, but it actually turned out to be a pretty awesome weekend and honestly pretty standard fare for my time down here. Six months ago when I set out on this trip fresh out of my second college degree with nothing but the contents of my 70 L hiking pack, a vague idea of the general location of the rural surf town I was looking for and hopes of catching a few waves, I made a promise to myself that I would not say 'No' to any opportunity that crossed my path unless it was clearly going to result in loss of life, limb, or general physical or mental health: no small goal for someone coming from the well planned, straight and narrow that has often been my life.

From the moment I touched down in San Jose the unexpected has become the norm. A routine trip from the airport to the bus station became a two day tour of wilds of Costa Rica after some poor directions landed me lost in the middle of the red-light district and too late to make my bus. A local man

in town visiting his mother happened to find me and, stressing the fact that a small white girl with broken spanish could not stay there overnight, invited me to stay with his family and visit some properties he was buying. Over the next 48 hours I visited my first open air butcher shop, met several CIA agents, swam in a volcanic river, toured a teak mill, fished for tilapia, dove off a 25-foot cliff with kids from the local village, picked mango, starfruit, and pipa straight from the trees, and politely turned down my host's marriage proposal before catching the bus to the coast.

I arrived in Santa Teresa six hours, two buses and one ferry later to discover an incredible, rough and tumble surf village full of monkeys, iguanas, and people from around the world chasing waves. In true Costa Rican form, my first week's simple mission to find a surfboard ended up being an adventure that set the stage for months to come. Although I didn't know it at the time, I managed to meet my roommate, find an apartment, and stumble upon the woman who would eventually end up employing me as a surf instructor and the surfboard shaper who would take me on as an apprentice at his shop. A day that started with plans to wander

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around a few local surf shops found me watching the sunset from a pool at the top of the hills overlooking the ocean after a crazy motorcycle ride through the jungle. The only thing that did not happen was finding a board.

Eventually, I did find a board and proceeded to spend hours every day paddling, getting thrashed, and occasionally getting a glorious few seconds on a turquoise blue curl. After a few weeks of hostel life, having decided I was in no hurry to move on, my French-Canadian surfing buddy and I moved to a tiny one room place that we rented from a local guy and shared with his eight dogs. Over the next few months I started teaching surf lessons and guiding stand-up paddleboard river tours, discovered several climbable boulders along the coast, spent nights around bonfires and dancing to local bands, and convinced the local board shaper to teach me leading to an offer to stay for a year repairing boards and apprenticing at his shop. When my roommate returned to Canada, a friend of the shaper asked me to take care of his hotel while he went on a trip back to Italy. Besides a minor incident of an exploding water heater and minor burns, I got an awesome place to stay just in time for my best friend from the States to visit and spend a few days trading surf and motorcycle lessons and introducing him to my new friends and favorite places.

Life here is a lot like the surfing; you might pick your wave, but after that all you can do is ride it. Around here they call it 'Pura Vida', which translates to 'Pure Life' or 'Life is Good'. You might set out to pick up supplies in the next town over and end up jumping off a 50 foot waterfall with the taxi driver instead. A weekend out might involve falling off a paddle board into a river full of Cayman crocodiles while trying to help the 7 months pregnant woman who fell off ahead of you and then doing SUP yoga with her a quarter mile down river. A weekday might mean pushing students into waves, teaching long division, or helping a supermodel and her NFL player husband get their surfboards repaired.

It is a different way of living and now that I am here, I can't imagine wanting it any other way. Every day is an adventure and what started as a personal challenge to say "Yes!" to whatever came up on my quick trip to Central America has somehow become a fresh start and a new lifestyle for me. It doesn't get much more unexpected than that. "Pura Vida!"

GET YOU SOME CON GANAS!

by Whitney Boland

Last June, I turned 30 – an age that at one point in my life I thought surely I would be too old to walk. To celebrate the big day, my boyfriend Matt Ballard and I took a weekend trip to my home-away-from-home: the Red River Gorge. It was typical summertime, hot and humid, but reminded me of my formative climbing years. A group of us would spend each summer in the Red getting ready for the upcoming season by suffering through the humidity and slime, and hucking laps on our warm-ups as “training”.

Back then, training was all about having fun and logging mileage on the Red’s steep, pumpy routes. My fellow Red locals and I ticked a lot of both during the grueling and sweltering summertime heat. But now, after more than a decade of climbing, I couldn’t shake my four-year plateau. Either my weaknesses (like pulling through powerful cruxes) were getting the best of me or I was simply getting old.

Oh, but wait! This summer a former Red local, Bill Ramsey, 52, sent Reverse Polarity (5.14b) at Mount Potosi, Nevada and Chuck O’dette, 56, ticked Morphine (5.14b) at a new crag called the Coliseum in Idaho. Getting old was not my problem. My weaknesses were!

Then I remembered Patxi Usobiaga, a well-renowned Spanish climber. In 2009, I interviewed Patxi Usobiaga about his training for a news piece for Rock and Ice magazine. Usobiaga, has climbed the 5.15 trifecta of La Novena Enmienda (5.15a), La Rambla (5.15a), and Realization (5.15a) – among countless other notable sends. If anyone knows, he knows how to train. For nearly a decade now, he has used a specific training cycle and for years has dominated the international comp circuit.

So I gave training a shot. As it turns out, I’m not getting old yet. I still have some of my best years ahead of me, and now thanks to training, some of my best sends. (I hope!)

But what’s the secret?

Good ole’ Patxi says it best, “Con ganas.” Con ganas, in Spanish, translates to “psych”... and without it, all is lost.

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