



The Lowrey Prescription For Feeling Better:

Attend recreational music making class. Make music 10-15 minutes each day (or as needed). Disregard concerns of never having made music before. Ignore the notion of music making being too difficult. Brush aside thoughts of being too old to learn to play.

Side Effects:

Recreational music makers may experience reduced levels of stress, anxiety, depression, and feelings of loneliness. Improved physical coordination, mental concentration, memory, and elevated mood may occur.

Refill:

Lifetime supply

Discover a fun-filled hobby!

Recreational music-making, the playing of music for fun and relaxation, is open to all music lovers. You don't have to be a musician or have any music background to enjoy a music-making hobby.

Perhaps you participated in music classes in the past, or maybe you always wished you could make music but never had the opportunity to play. With Lowrey Magic, making music is easy and fun for any person with the desire to play. Even if you consider yourself to be 'non-musical,' as many people do, you can experience the joy and satisfaction that recreational music making has to offer-guaranteed.

Lowrey Magic is designed exclusively for adults and focuses on creative personal expression, rather than the traditional emphasis on mastery and performance. Quite simply, Lowrey Magic gives people 'permission to play' by presenting a progressive class program supported by cutting-edge, music-making technology.

This combination of 'method and machine' is so powerful that class members play a complete song after the very first class.

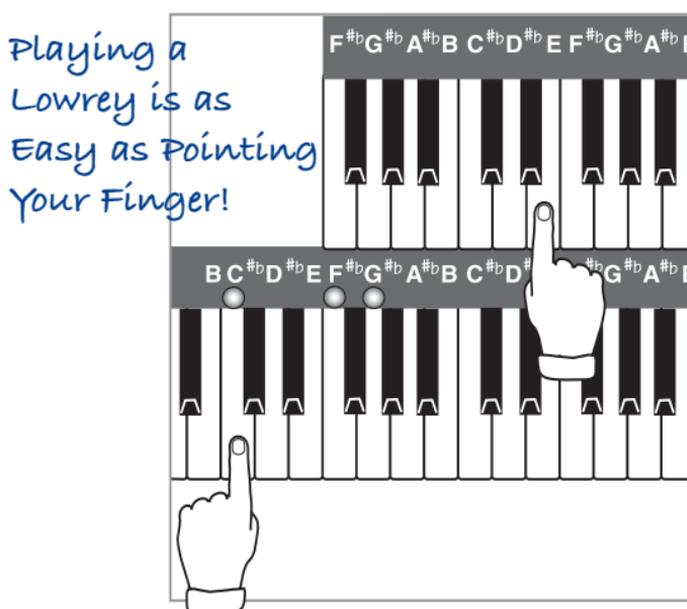


How can it be so Easy?

Lowrey, the long-time leader in easy-to-play instruments, has created a wide range of features that makes recreational music making available to everyone. These Lowrey innovations, combined with easy-play music methods developed by Lowrey, create an accessible and fulfilling way for people to enjoy the many benefits of music.

Advances in technology and class methods make playing the organ as easy as pointing a finger. Amazingly, just one finger from each hand produces beautiful music.

These Lowrey innovations add to the music making experience by seamlessly supporting the notes being played for a song. Deep, rich bass tones are added to the song automatically. Complex harmonies are created, further enriching the notes of the song, without playing any additional keys. The Lowrey organ actually plays along with you to make music.



**It's Easy To Play
The Lowrey Way!**

Music Makers May Be Healthier

Music-Making Linked to Stress Reduction

Groundbreaking scientific research has recently revealed a potent link among music making, stress reduction and general health that clearly demonstrates the many benefits of making music, in addition to it being very enjoyable.

High Anxiety

Stress is widespread in today's society. The pace and pressure of life are constant causes of stress, and ongoing exposure to stress can cause conditions such as heart disease, cancer, infections, diabetes, and autoimmune disorders. Additionally, no two people react to stress in the same way, making dealing with stress a complex matter.

Music May Be The Answer

In a recent scientific study, recreational music making was shown to dramatically reduce stress levels on a very basic human level. The significance of the study is the fact that specific genomic markers for stress were positively affected through recreational music-making activities. There were no therapeutic drugs or other medical therapies applied to the participants in the study. Furthermore, the participants were not experienced music makers and considered themselves to be non-musical.

Barry Bittman, M.D.¹, principal investigator of the study, states, "While traditional musical instruction might eventually lead to Carnegie Hall, I now consider recreational music making an antidote to stress."²

Earlier Study Reveals the Wellness Benefits of Music Making

The Music Making and Wellness Project³, demonstrates that group organ classes given to older people had significant effects on increasing levels of human growth hormone (HGH). Increased levels of HGH can have a positive impact on aging phenomena such as osteoporosis, energy levels, wrinkling, muscle mass, and aches and pains. Additionally, the same study reveals significant decreases in anxiety, depression, and feelings of loneliness – three factors that are critical to coping with stress, stimulating the immune system, and improving health. The study further suggests that older people involved in organ classes experienced...

- Decreased levels of anxiety
- Decreased depression
- Decreased feelings of loneliness

Furthermore, making music may significantly improve quality of life and feelings of well-being. Making music helps people relax, feel better, and deal positively with stress. Making music may also enhance the immune system function and help fight disease.



Music Making May Aid in the Prevention of Alzheimer's

A team of researchers, led by Joe Verghese, M.D.⁴ reported that participation in a variety of leisure activities may lower the risk of developing certain forms of dementia, including Alzheimer's, among older adults. The five-year study showed that leisure activities such as, reading, playing board games, playing a musical instrument, and dancing, were connected with a reduction in the risk of dementia. Overall, the research team discovered that those regularly participating in leisure activities may experience up to a 63 percent risk reduction for dementia, with those being most active having the lowest risk.

Resources

¹Barry Bittman, M.D. principal investigator "Recreational music-making modulates the human stress response: a preliminary individualized gene expression strategy," *Medical Science Monitor* Volume 11, Number 2, (February 2005)

Dr. Bittman is a neurologist and chief executive officer and director of the Mind-Body Wellness Center, Meadville, PA, and CEO, Exceptional Cancer Patients, a non-profit organization.

²Paul Majeski, "The Power Of Music," *Music Trades Magazine* pg. 186-193 (August 2005).

³Ted Tims, PhD. Principal Investigator "Music Making and Wellness Project" Study conducted at the Universities of Miami, South Florida, Kansas, Western Michigan, Michigan State, and the Karolinska Medical Institute in Sweden. Dr. Tims is Professor and Chair of Music Therapy, Michigan State University

⁴ Joe Verghese, M.D. lead researcher *New England Journal of Medicine* (June 19, 2003).

Do Yourself a Favor and Join a Lowrey Class Today!

Even if you have never made music before you can enjoy the many benefits that recreational music making offers:

- Music Making is Fun.
- Music Making Makes You Feel Better.
- Music Making Exercises Your Mind.
- Make Friends and Fulfill Your Dream of Making Music!

"You can't buy the kind of happiness we get from playing our lowrey!"



Lowrey 'Wellness Enhanced' Classes Are Now Forming!

Contact your Lowrey Class Provider to Find Out How to Get Started!

To find the nearest class provider visit Lowrey at www.lowrey.com email questions@lowrey.com call **708-352-3388**, ext 210 or 229