

# Making Music

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## Giving A Voice To Your Musical Creativity

(NAPSA)—Here's something to sing about: The next time you get a sore throat, you can still make a joyful noise. That's because you can not only get a great-tasting throat drop that soothes the irritation, you can express your talents and passion for music with the help of the lozenge's maker.

### Tap In A Tune To Your Health

At a fun, interactive and free music-mashing site, sore throat sufferers and music aficionados alike can now make their own personalized tunes and easily share them with friends on social media. At the site, you can layer on the sounds with a wide array of instruments, vocals and synthesizer effects.

Doing so may also help ease your sore throat since, according to the National Institutes of Health, making or listening to music can reduce pain and stress.

Even if you're feeling fine, when you're ready to drop the beat, visit [www.ludensbeatbox.com](http://www.ludensbeatbox.com) and then post it to your social media feed with custom-generated GIFs.

### Musical Notes

Here are a few more facts that may be music to your ears:

- In Latin, the world "ludens" means "play."

- The year 1879, when William H. Luden created the iconic brand, was also a banner year in American music. It saw the beginning of what could be considered musical theater with the opening of Ned Harrigan



**Drop a beat and a throat drop and you can drop sore throat pain.**

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and Tony Hart's "The Mulligan Guards' Ball" featuring songs as part of the story line.

- Music legend Frank Zappa wrote the soundtrack for a Luden's® television commercial in 1967.

- In 2013, Luden's helped country music duo Thompson Square offer fans a behind-the-scenes peek into the music industry.

- These days, the company sponsors a number of music festivals, including Austin's Fun Fun Fun Fest, Festival Miami, Chicago's North Coast Music Festival, and Boston Calling. It also provides the throat lozenges at all those venues.

### Learn More

For further information about the company and its products, go to [www.ludens.com](http://www.ludens.com), [www.facebook.com/ludensusa](https://www.facebook.com/ludensusa) and [www.twitter.com/ludensUSA](https://www.twitter.com/ludensUSA). For more on Luden's® Beatbox, visit [ludensbeatbox.com](http://ludensbeatbox.com) and check out the beats already being dropped by following the hashtag #LudensBeatbox.