

# Exploration of the Concept and Path of Traditional Chinese Medicine Health Culture Leading the "New Healthy Lifestyle"

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**Abstract:** *This paper deeply analyzes the connotation of traditional Chinese medicine health culture and the "new healthy lifestyle", and explores how the concepts of "harmony between man and nature", "balance of yin and yang", "syndrome differentiation and treatment", and "holism" in traditional Chinese medicine health culture meet the needs of modern healthy living. This article elaborates on the practical path of traditional Chinese medicine health culture leading the "new healthy lifestyle" from the aspects of diet regulation, exercise, emotional regulation, and daily routine. It proposes to construct a guarantee system for the integration of traditional Chinese medicine health culture into modern life through education popularization, social promotion, policy support, and other means, aiming to provide theoretical basis and practical guidance for promoting national health.*

**Keywords:** Traditional Chinese Medicine Health Culture, New Healthy Lifestyle, Preventive Treatment of Disease, Health Preservation.

## 1. Introduction

In today's society, people's pursuit of health is increasing day by day, and the "new healthy lifestyle" has gradually become the focus of social attention. Traditional Chinese Medicine's health preservation culture, as a treasure of the Chinese nation, contains thousands of years of wisdom and experience. Its unique concept and methods of health preservation have profound implications and guiding effects on modern healthy living. In depth research on the concept and path of traditional Chinese medicine health culture leading the "new healthy lifestyle" is of great significance for improving the health literacy of the whole nation, preventing disease occurrence, and promoting healthy aging.

## 2. The Fit of Traditional Chinese Medicine Health Culture and the Concept of "New Healthy Lifestyle"

The fit of integration between traditional Chinese medicine health culture and new healthy lifestyles is an important idea that contemporary people cannot ignore in their pursuit of a healthy and harmonious life. Both not only have a profound historical connection, but also demonstrate unique value and significance in modern society. The fit concept between traditional Chinese medicine health culture and new healthy lifestyle can be explored in depth from the following aspects:

### 2.1 Harmony Between Man and Nature

Traditional Chinese medicine health preservation culture is deeply influenced by Chinese traditional culture, emphasizing the core concept of "unity of heaven and man". This concept holds that humans and nature are a harmonious and unified whole, and human health is closely related to the natural environment. Therefore, traditional Chinese medicine advocates for health preservation by following the seasonal climate changes in nature, adjusting daily routines and diet to maintain physical and mental health. This concept coincides with the emphasis on respecting nature, rational development, and creating a livable living environment in the new healthy

lifestyle, reflecting the harmonious coexistence between humans and the natural environment.

### 2.2 Balance of Yin and Yang

In the culture of traditional Chinese medicine health preservation, the balance of yin and yang is an important principle for maintaining physical health. The yin-yang theory holds that there are two opposing and complementary forces within the human body, yin and yang, and their balance determines the health status of the human body. Therefore, traditional Chinese medicine emphasizes health preservation by adjusting diet, daily routine, emotions, and other aspects to achieve a balance between yin and yang, thereby preventing the occurrence of diseases. This concept is highly compatible with the idea of emphasizing physical and mental balance and pursuing comprehensive health in the new healthy lifestyle. In modern society, people's pace of life is accelerating and stress is increasing. Keeping physical and mental balance is crucial for maintaining good health.

### 2.3 Syndrome Differentiation and Treatment

The traditional Chinese medicine health culture emphasizes "syndrome differentiation and treatment", which means developing personalized health plans based on each person's constitution, age, gender, and other factors. This concept embodies the precision and personalization of traditional Chinese medicine health preservation, which coincides with the emphasis on personalized and differentiated services in the new healthy lifestyle. In modern society, people have different lifestyles and health conditions, so personalized health plans are particularly important.

### 2.4 Prevention Oriented

The traditional Chinese medicine health culture advocates the concept of "preventive Treatment of Disease", which means taking preventive measures before they occur, including preventing diseases before they occur, preventing changes in existing diseases, and preventing recurrence after they occur.

## 2.5 Holism

Traditional Chinese medicine health culture has a holistic concept, which believes that human health is not only related to the body, but also closely related to various factors such as psychology and society. Therefore, traditional Chinese medicine emphasizes health preservation from multiple aspects such as emotions, diet, daily life, and exercise, in order to achieve comprehensive development of physical and mental health. This concept is in line with the emphasis on physical and mental harmony and comprehensive health in the new healthy lifestyle, and both reflect the comprehensive attention and pursuit of health status.

## 3. The Practice Path of Traditional Chinese Medicine Health Culture Leading the "New Healthy Lifestyle"

### 3.1 Dietary Health Preservation

There is a theory in traditional Chinese medicine health culture that "medicine and food share the same origin". It means that many foods have both nutritional value and medicinal effects. In daily life, people can choose suitable foods for health preservation and care based on their individual physical condition and health needs. For example, for those with weak and cold constitution, warm foods such as lamb, longan, and red dates can be consumed appropriately; For those with a dry and hot constitution, they can eat more foods that clear heat and nourish yin, such as mung beans, lilies, pears, etc. At the same time, traditional Chinese medicine emphasizes the importance of moderation in diet, timing and quantity, and avoiding overeating and binge eating. Reasonably match food, follow the principles of five grains for nourishment, five fruits for assistance, five livestock for benefit, and five vegetables for supplementation, ensure balanced intake of various nutrients, nourish the five organs and six viscera, and maintain normal physiological functions of the body.

### 3.2 Exercise Regimen

Traditional Chinese medicine health exercises such as Tai Chi, Ba Duan Jin, Wu Qin Xi, etc. have the characteristics of soothing movements, balancing hardness and softness, and cultivating both body and mind. These traditional martial arts are guided by the meridian theory and the theory of qi and blood in traditional Chinese medicine. Through the movement of the body, the regulation of breathing, and the guidance of thoughts, they achieve the effects of unblocking meridians, harmonizing qi and blood, and strengthening the body. In modern healthy living, people can combine these traditional exercises with moderate aerobic exercise such as walking, jogging, swimming, etc. Practicing Tai Chi or Baduanjin every day can not only improve the flexibility, coordination, and balance of the body, but also regulate the psychological state and relieve stress. At the same time, choose appropriate exercise intensity and duration based on individual age, physical condition, and health status to avoid sports injuries and achieve the goal of exercise health preservation.

### 3.3 Emotional Health Preservation

Traditional Chinese medicine believes that emotions are closely related to the five organs and six viscera. Excessive emotions and six desires can lead to dysfunction of the organs and trigger diseases. Therefore, emotional health preservation occupies an important position in the traditional Chinese medicine health preservation culture. In the 'New Healthy Lifestyle', people need to learn to identify and manage their emotions, and maintain a good psychological state. When negative emotions such as anxiety, depression, and anger occur, traditional Chinese medicine emotional regulation methods can be used for adjustment. For example, using the method of "joy over sorrow", when feeling depressed, one can make themselves feel happy by watching comedies, gathering with friends, etc. Using the method of 'anger over thought', for those who overthink, they can engage in competitive activities to stimulate their fighting spirit and alleviate the state of overthinking. In addition, modern psychological regulation methods such as meditation, deep breathing, yoga, etc. can be combined with traditional Chinese medicine emotional health preservation to maintain mental health.

### 3.4 Lifestyle and Health Preservation

The traditional Chinese medicine health culture emphasizes that daily life and health preservation should follow the laws of nature. In daily life, one should adjust their schedule and lifestyle according to the changes of the four seasons. In spring, everything comes back to life. It is advisable to go to bed early and get up early, and engage in outdoor activities such as hiking and flying kites to promote the development of yang energy; Summer is hot, it is advisable to stay up late and wake up early, take a nap appropriately, and avoid prolonged exposure to the scorching sun to maintain mental health; The climate in autumn is dry, so it is advisable to go to bed early and wake up early. Eat more nourishing and moisturizing foods, such as Tremella fuciformis, lilies, honey, etc., to prevent lung damage caused by autumn dryness; Winter is cold, it is advisable to go to bed early and get up late, pay attention to keeping warm, avoid getting cold, and eat some warm foods appropriately to nourish the kidneys and prevent cold. At the same time, it is necessary to develop regular sleep habits, ensure sufficient sleep, and create a quiet, comfortable, and clean sleeping environment to facilitate the recovery and adjustment of the body.

## 4. Construction of a Guarantee System for the "New Healthy Lifestyle" Led by Traditional Chinese Medicine Health Culture

### 4.1 Education Popularization System: Knowledge Dissemination and Literacy Improvement

Establishing a comprehensive education and popularization system for traditional Chinese medicine health preservation culture is the foundation for promoting its leadership in the "new healthy lifestyle". In terms of school education, traditional Chinese medicine health preservation culture is included in the health education curriculum of primary and secondary schools, as well as elective courses for medical related majors in universities. Through the development of specialized textbooks, lectures, and practical activities, students are taught the basic knowledge, concepts, and

methods of traditional Chinese medicine health preservation, and their health awareness and habits are cultivated. In terms of social education, utilizing platforms such as communities, senior universities, and health education institutions, we will carry out traditional Chinese medicine health culture training activities for different groups of people, such as holding lectures on traditional Chinese medicine health knowledge, health consultations, and free clinics, to enhance public awareness and recognition of traditional Chinese medicine health culture and improve the health literacy of the entire population.

#### **4.2 Social Promotion System: Cultural Communication and Industrial Development**

Strengthen the social promotion of traditional Chinese medicine health culture and promote its deep integration with modern social life. On the one hand, traditional Chinese medicine health culture is disseminated through various forms such as media promotion and cultural activities. Utilize media such as television, radio, and the internet to establish columns and programs on traditional Chinese medicine health preservation, produce popular science videos and documentaries on traditional Chinese medicine health preservation, and spread knowledge and successful cases of traditional Chinese medicine health preservation; Organize activities such as the Traditional Chinese Medicine Health Culture Festival and Traditional Chinese Medicine Culture Exhibition to showcase the charm of traditional Chinese medicine health culture and enhance public interest in traditional Chinese medicine health preservation. On the other hand, promote the development of traditional Chinese medicine health preservation culture industry. Encourage enterprises to develop TCM health care products, such as TCM health care products, Tonic Diet food, health care equipment, etc. Standardize the traditional Chinese medicine health service market, develop traditional Chinese medicine health care institutions, traditional Chinese medicine rehabilitation therapy centers to provide diversified and specialized traditional Chinese medicine health services to the public, and meet the health needs of different groups of people.

#### **4.3 Policy Support System: Standardized Guidance and Resource Allocation**

The government should introduce relevant policies to provide policy support and guarantees for the traditional Chinese medicine health culture to lead the "new healthy lifestyle". In terms of regulatory guidance, it should establish standards and regulations for the traditional Chinese medicine health industry, strengthen the quality supervision of traditional Chinese medicine health products and services, crack down on false advertising, illegal medical practices, and protect the legitimate rights and interests of consumers. In terms of resource allocation, increase investment in research, education, and industrial development of traditional Chinese medicine health preservation culture, establish research institutions and talent training bases for traditional Chinese medicine health preservation culture, and cultivate a group of high-quality professionals in traditional Chinese medicine health preservation; Encourage social capital to participate in the development of traditional Chinese medicine health

culture industry, optimize industry layout, and promote the scale and intensive development of traditional Chinese medicine health culture industry.

### **5. Case Analysis of Traditional Chinese Medicine Health Culture Leading a "New Healthy Lifestyle"**

#### **5.1 Innovation Practice of "Infinitus"**

As a national pioneer enterprise, Infinitus integrates the inheritance and innovation of Chinese health culture into its DNA. It has over 600 patents and offers over 200 products covering health food, beauty, and home goods. Infinitus has upgraded its traditional Chinese medicine health food brand "Yanggu Jian", advocating for the "three adjustments" (supporting qi, balancing yin and yang, and regulating organs) and "four rationalities" (reasonable diet, daily life, exercise, and emotions), which are in line with modern people's health concepts. In addition, Infinitus has established the Institute of Yanggujian, a non-profit research institution with scientific authority, to promote the development of more targeted health products and wellness solutions.

#### **5.2 Integrating Traditional Chinese Medicine Culture into Public Life**

Traditional Chinese medicine culture is gradually integrating into daily life and promoting health. For example, Zhejiang Provincial Hospital of Traditional Chinese Medicine provides traditional Chinese medicine health tea through the Internet hospital, which has set off a boom in traditional Chinese medicine tea health care. At the same time, the hospital has set up night clinics, including acupuncture, moxibustion, massage, etc., to meet the needs of office workers and student groups. The daily average outpatient volume exceeds 300 people, of which more than 95% are office workers and students under 40 years old; The traditional Chinese medicine cultural night market held in many places of Shandong have broken through the boundaries of traditional Chinese medicine culture again. From merchants offering Chinese health tea drinks such as Wumei Tang and beauty tea, to traditional Chinese medicine cultural night markets providing unique technical experiences, traditional Chinese medicine culture is integrating into the lives of many young people in a more diverse form.

#### **5.3 "New Chinese Health" Leads Healthy Consumption**

"New Chinese health preservation" has become a new trend in health consumption. In the activity of "Youth Health Tide, Different Traditional Chinese Medicine" held in Dongguan City, Guangdong Province, Chinese medicine culture introduced young people's life in the form of new Chinese health care, and jointly demonstrated cross-border encounters with food and China-Chic, which brought unique traditional Chinese medicine health consumption scenarios to citizens and tourists; Panpan launched snow pear loquat dew with the core of "light health care". In terms of raw materials, snow pear from Zhaoxian County, Hebei Province, and Yunxiao Zaozhong loquat from Fujian Province were selected, and high-quality materials such as fresh tremella from Gutian County, Fujian Province were specially added, providing a

warm, sweet, waxy and fragrant taste. Through innovative packaging design and precise brand marketing strategies, Panpan has deeply integrated Chinese health and modern trend culture, successfully opening up a new market field for Chinese health drinks.

## 6. Challenges and Countermeasures Faced by Traditional Chinese Medicine Health Culture Leading the "New Healthy Lifestyle"

As a traditional treasure of the Chinese nation, traditional Chinese medicine health culture does face multiple challenges in leading a new healthy lifestyle, such as cultural value differences, shortage of professional talents, and limited dissemination platforms. However, there are also corresponding countermeasures.

### 6.1 Challenges

#### 6.1.1 Cultural Value Differences

(1) Conflict of eastern and western medical concepts: Traditional Chinese medicine is based on traditional philosophical ideas such as the theory of yin and yang and the five elements, emphasizing a holistic view and dialectical treatment, which differs greatly from the reductionist thinking based on anatomy, physiology, and other principles in Western medicine. This ideological gap creates significant barriers to the understanding and acceptance of traditional Chinese medicine's health and wellness culture in Western society, limiting its widespread dissemination and in-depth development in the international market. For example, the concept of meridians, qi, and blood in traditional Chinese medicine is difficult to find corresponding counterparts in the Western medical system and is easily misunderstood as lacking scientific basis.

(2) The impact of regional cultural differences: Even in China, there are biases in the understanding and practice of traditional Chinese medicine for health preservation among different regional cultures. Some ethnic minority areas have their own unique traditional medicine culture and health customs, which may collide with the mainstream culture of traditional Chinese medicine in the process of integration. However, in foreign countries and regions, cultural backgrounds, lifestyles, and health concepts vary greatly. If certain religious beliefs have special regulations on food and therapy, it may be incompatible with some of the contents of traditional Chinese medicine health culture, and a lot of cultural adjustment work is needed to promote the health culture of traditional Chinese medicine smoothly.

#### 6.1.2 Shortage of Professional Talents

(1) Imperfect education system: In higher education institutions, there are relatively few majors related to traditional Chinese medicine and health preservation, and the curriculum system is not mature enough. The curriculum often focuses on theoretical teaching, with weak practical teaching and a lack of cultivation of students' practical health skills and innovative abilities. For example, the training time

of students majoring in traditional Chinese medicine health maintenance in practical courses such as Tonic Diet making and traditional health maintenance skills teaching is limited, which is difficult to meet the market demand for compound health maintenance talents. In addition, the cultivation of traditional Chinese medicine health talents in vocational education lacks standardization and systematicity, resulting in uneven quality of talent output.

(2) Talent loss and discontinuity: On the one hand, due to limitations such as salary and career development opportunities in the traditional Chinese medicine health industry, some professional talents are flowing to other industries. On the other hand, the experience and skills of the older generation of traditional Chinese medicine health experts are facing difficulties in inheritance, while the younger generation of practitioners find it difficult to fully and deeply inherit due to various reasons, resulting in a talent gap phenomenon.

#### 6.1.3 The Role of the Communication Platform Is Limited

(1) Limitations of traditional media communication: The dissemination of traditional Chinese medicine health culture through traditional media such as television and newspapers is mostly fragmented knowledge introduction, lacking systematic and in-depth interpretation. The program or reporting format is relatively single, making it difficult to attract the attention of young people. For example, some health TV programs often simply introduce certain traditional Chinese medicine or health recipes, without fully exploring the underlying principles and cultural connotations of traditional Chinese medicine. Viewers can only obtain superficial information and cannot deeply understand the essence of traditional Chinese medicine health culture.

(2) Insufficient application of new media: Although the Internet provides a broad space for information dissemination, there are many problems in the dissemination of TCM health culture on the new media platform. The number of professional traditional Chinese medicine health preservation new media accounts is relatively small and their influence is limited. Many of the information disseminated by self media has not been scientifically reviewed, and there are a large number of errors or exaggerated content that mislead the public. At the same time, the dissemination of traditional Chinese medicine health culture on social media lacks effective interactive strategies, making it difficult to form a stable fan base and communication community, and unable to fully leverage the communication advantages of new media. For example, when using short video platforms for teaching health exercises, due to the lack of interactive elements, it is difficult to adjust the teaching content and methods in a timely manner based on user feedback, which reduces the dissemination effect.

## 6.2 Countermeasures

### 6.2.1 Regarding Cultural Value Differences

(1) Strengthen cultural exchange and integration: Actively carry out international exchange activities on traditional Chinese medicine culture, cooperate with medical institutions

and cultural groups from different countries and regions, and promote the exchange and dialogue between traditional Chinese medicine culture and other cultures through academic seminars, cultural festivals, exhibitions, and other forms.

(2) Promote cultural innovation and modern expression: Using modern scientific technology and methods to conduct in-depth research and interpretation of traditional Chinese medicine health culture, explore its scientific connotations, and express them in modern language and methods.

(3) Promoting cultural experience and practice: Establish traditional Chinese medicine cultural experience centers, health centers, museums, etc. to allow people to personally experience the charm and practical effects of traditional Chinese medicine health culture.

#### 6.2.2 Dealing with the Shortage of Professional Talents

(1) Optimize the education system: Improve the curriculum of traditional Chinese medicine health preservation major, increase the proportion of practical teaching, strengthen cooperation with medical institutions, health preservation enterprises, etc., and provide students with more practical opportunities.

(2) Strengthen on-the-job training and continuing education: Regularly organize professional training and continuing education courses for existing practitioners of traditional Chinese medicine, invite experts to give lectures and guidance, and improve their professional level and business capabilities.

(3) Improve talent benefits and career development opportunities: The government and relevant departments should introduce policies to improve the overall treatment level of the traditional Chinese medicine health industry, enhance the working environment, and provide more career development opportunities and promotion channels for professional talents.

#### 6.2.3 Replying to the Limitation of Communication Platform

(1) Integrate traditional media and new media resources: Traditional media such as television, newspapers, and radio should increase their coverage of traditional Chinese medicine health culture, produce high-quality special programs, documentaries, etc., and systematically introduce traditional Chinese medicine health knowledge and cultural connotations.

(2) Strengthen content review and supervision: Establish a strict review system for traditional Chinese medicine health information, strictly control the content on the dissemination platform, and eliminate false, exaggerated, and misleading information. At the same time, strengthen the supervision of dissemination entities, regulate their dissemination behavior, and take serious measures against illegal and irregular dissemination behavior.

(3) Innovative communication forms and interactive methods: Present traditional Chinese medicine health knowledge and culture in a vivid and interesting way through diverse forms of dissemination, such as short videos, live broadcasts, comics,

animations, etc.

## 7. Conclusion

The traditional Chinese medicine health culture, with its unique concepts and rich practical methods, provides valuable reference and guidance for the "new healthy lifestyle". By deeply exploring the concepts of "harmony between man and nature", "balance of yin and yang", "syndrome differentiation and treatment", and "holism" in traditional Chinese medicine health preservation culture, integrating them into practical paths such as dietary health preservation, exercise health preservation, emotional health preservation, and daily life health preservation, and constructing a sound education and popularization system, social promotion system, and policy support system, it can effectively promote the widespread dissemination and application of traditional Chinese medicine health preservation culture in modern society, promote the improvement of public health literacy, and lead people towards a healthier and more harmonious lifestyle. In the future development, it is necessary to further strengthen the research and innovation of traditional Chinese medicine health culture, so as to better adapt to the development needs of modern society and make greater contributions to the cause of human health.

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