

# Health and Wellness Products: How Misleading Marketing in the West Undermines Authentic Yogic Practices: Greenwashing the Industry Isn't Telling You

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## ABSTRACT

Items marked as "normal" or "eco-accommodating" may not be as naturally or wellbeing cognizant as they show up. In addition, they emphasize the significance of consumer education in promoting sustainable consumption practices and avoiding misunderstandings of green-related terms. Additionally, this study found that female yoga practitioners and yoga-related products were the most frequently featured image categories in advertisements. This study discusses the implications for the ongoing commoditization of yoga and the function of advertorials in print magazines as the use and reach of native ads in digital media expand. Many aspects of a commercialized and objectified fitness culture and lifestyle brand are exemplified by media representations of yoga that primarily focus on thin, white, upper-class female practitioners wearing expensive apparel and accessories. It is essential to seek out genuine sources and instructors who uphold the yoga's traditions and tenets in order to engage in authentic yogic practices.

**Keywords:** eco-friendly, Greenwashing, health-conscious, wellness products, low-cost production models.

## I. INTRODUCTION

The West's health and wellness industry frequently sells products that say they are real and have transformative effects. However, many of these claims can be false or exaggerated. This peculiarity, in some cases alluded to as "greenwashing" or "wellbeing washing," includes introducing items as more normal or gainful than they genuinely are. This study's primary focus is on the marketing strategies that India is using to position itself as a competitive yoga tourism destination. Many people have traveled to practice yoga because of its worldwide popularity. Deluding showcasing is a serious disservice to buyers and, hence, to one of the gatherings of interest of the publicizing organizations and the sponsor with whom it is connected. This fact is more reprehensible in health product advertising, where audiences are more vulnerable. Consumers and citizens alike may be put at risk by misleading marketing. In this manner, dependent upon various regulations and guidelines guarantee an honest and moral message. However, the fact that the message is dependent on both the advertiser and various advertising agency professionals can result in a situation in which the rules are no longer in control. In addition, India has

been consistently identified as one of the emerging global markets with the strongest long-term market potential over the past few years and one of the most popular non-European travel destinations for British vacationers.

## II. LITERATURE REVIEW

**Siddappa Naragatti (2019)** Yoga is a centuries-old science of health and wellness that was handed down by Indian sages and seers for the benefit of humanity. This is one of the earliest known methods of psychosomatic training for humans. Despite the fact that it is one of the six systems of Indian philosophy, yoga has been a great art and science of healthy living. Living a meaningful life that is full of happiness and inner harmony requires good health. The standards and practices of Ashtanga Yoga of sage Patanjali is extraordinary commitment to have such an existence. They include the parts of the human character by virtue of our Social way of behaving, individual qualities like insight and feelings as well as the outfitting the probability of the brain and body for a condition of homeostasis or wonderful harmony condition. These strategies are wealthy in the cleaning of the psyche and body and their systems have been extremely valuable to save and advance the strength of the professionals of yoga.

**Varun Malhotra (2017)** The current examination endeavored to concentrate on the viability of Yogic practices in improving the wellbeing of young people. A pre-post intervention assessment was used in the experimental design, and 70 adolescent participants were selected at random for the study's sample. Evaluation of the members was finished on the proportion of Juvenile Wellbeing Scale. The statistical analysis of the data revealed differences between responses before and after the intervention. Surya Namaskar, pranayam, and meditation were all incorporated into the creation of a yoga-based intervention program. The findings suggested that the level of physical and spiritual wellness significantly improved following yogic intervention.

**Jillian Freitas (2016)** Despite being fundamental to yoga philosophy, ethical practices and daily commitments like introspection, discipline, or living pure were least frequently associated with yoga. The act of yoga has a long history as an incorporated way of life science. Most aspects of one's interpersonal and intrapersonal lives are touched upon by yoga practiced in its full form, which includes all eight traditional aspects. Even though yoga has a long history, the West has only adopted a few aspects of it. At the point when seen barely as an actual wellness practice, restorative advantages of yoga might be lost, potentially advancing body-cognizance and injury all things being equal. We offer a reasoning for these discoveries alongside suggestions that might be useful to increase the meaning of yoga and subsequently expand its advantages.

**Heidemarie Haller (2014)** The emerging, low-quality evidence that yoga may be a useful adjunct intervention in the management of hypertension needs to be confirmed by larger studies. Subgroup investigations uncovered impacts for RCTs that included hypertensive patients yet not really for RCTs that included both hypertensive and prehypertensive patients, as well concerning RCTs that permitted antihypertensive comedication however not for those that didn't. More unfavorable occasions happened during yoga than during regular consideration. Yoga had no effect on systolic or diastolic blood pressure when compared to exercise.

**Marshall Hagins (2013)** As a potential first step toward lowering blood pressure, yoga may be suggested. Extra thorough controlled preliminaries are justified to additionally research the expected advantages of yoga. From 1966 to March 2013, controlled studies were checked in Academic Search Premier, AltHealthWatch, BIOSIS/Biological Abstracts, CINAHL, Cochrane Library, Embase,

MEDLINE, PsycINFO, PsycARTICLES, Natural Standard, and Web of Science databases. To systematically review and meta-analyze the effectiveness of yoga in lowering blood pressure in adults with hypertension, as well as to examine the modifying effects of the type, duration, and comparison group of the yoga intervention.

### Western Yoga for Physical Fitness and Therapy

Particularly, it appears that the physical aspects of this Eastern practice are the primary focus of the Western sign. Supporting this view, Singleton battles that yoga in Western culture is inseparable from the demonstration of asana (present), and such asana-centered yoga meetings are successfully open in essentially every city in the West. In the UK's "2002 General Household Survey," for instance, yoga was listed as a "stay in shape" lifestyle practice, close to movement, and heart-stimulating exercise; After swimming and walking, this category of recreational activities was rated as the third most popular and frequently practiced. Supporting, in the majority of English settings, yoga radiates an impression of being bored as an element of an actual wellbeing schedule, with the discovering that asana further develops flexibility and quality. Supporting, restricted time flyers which are flowed by neighboring clubs oftentimes portray yoga as a preparation which "can be helpful to address solid skeletal off-kilter nature, make focus quality and versatility, work on breathing models, release tension and strain, increase essentialness and vitality..". The UK Sports Council's accreditation of the British Wheel of Yoga, the UK's yoga governing body, further encapsulates the physical aspect of Western yoga practice. While a couple of experts contemplate asana to lay out an elective sort of movement, others are drawn to this postural yoga as they trust it to offer a reasonable kind of dynamic recovery to 'fix' infections, wounds, and restorative circumstances. Clinical preliminary studies have recently attempted to quantify the efficacy of yoga in treating a wide range of mental and physical conditions, ranging from changing adolescent guilty parties to calming back pain, in order to evaluate this body-mind transformational proposition.



Some Yoga poses

**Padmasana:** is often used for meditation and breathing exercises. In this pose, each foot is placed on the opposite thigh, creating a stable and comfortable seated position.

**Benefits:** This pose is ideal for meditating. It alleviates menstrual discomfort and improves digestion. You may also opt for this yoga for anxiety issues.



**Padmasana (Lotus Pose)**

The Western wellbeing industry has frequently been condemned for misshaping customary yogic practices to showcase items that may not line up with their legitimate standards. These practices are undermined in a number of ways by deceptive marketing strategies, including:

**Commercialization of Yoga:** Yoga, initially a profound and actual practice for self-acknowledgment, is much of the time promoted in the West as a popular wellness schedule. This commercialization frequently places profit ahead of keeping old ideas and ways of doing things. Although many items are advertised as "yoga" supplements or accessories, they frequently lack any real connection to traditional yogic practices. All things being equal, they exploit yoga's name to sell things that may not line up with its standards.

**Promotion of Unnecessary Products:** Products claiming to enhance one's yoga practice are promoted by numerous wellness brands, including specialized mats, blocks, and even "yoga-enhancing" supplements. Rather than genuinely enhancing one's yogic journey, these products frequently place an emphasis on luxury or convenience.

**Misrepresentation of Traditional Practices:** Showcasing frequently presents yoga as a simply actual activity, overlooking its more extensive profound and philosophical viewpoints. This can delude purchasers about the real essence of yoga and its planned advantages.

**Celebrity Endorsements and Lifestyle Branding:** Utilizing VIPs and powerhouses to support yoga-related items can make ridiculous assumptions and shift the concentration from self-awareness to industrialism. This can subvert the valid, thoughtful parts of the training.

**Lack of Emphasis on Ethical Principles:** Ethical principles like honesty (satya) and non-violence (ahimsa) are incorporated into authentic yoga. These principles are frequently ignored by marketing, which instead focuses on superficial aspects that satisfy consumer desires. In general, these deceptive strategies have the potential to compromise the authenticity of traditional yogic practices and place profit above the practice's true essence. This deceptive marketing strategy has the potential to undermine the true essence of yoga in the context of yogic practices. For instance:

**Cultural Appropriation:** Some Western wellness brands may adopt and market aspects of yogic practices without acknowledging their cultural origins or respecting their deeper meanings, reducing them to mere trends or fads.

### **The Yoga Boom in Western Society**

The Western world has become increasingly influenced by the Eastern development style of yoga over the past few decades. A good portion of a million Britons and 14.9 million Americans are evaluated to see if they can incorporate this training into their lives in some way. This shouldn't come as a surprise to anyone given that yoga is now widely available, from yoga centers to shopping malls. The spread of this Eastern practice into actual sociosocial Western settings, such as organizations, emergency clinics, and schools, may be even more remarkable. Moreover, the completion of the 20th century considered the presence of yoga to be a promoted multimillion dollar business, with positions, groupings, and styles being authorized by associations and used to broadcast a lot of items, stretching out from yogurt to cells. In fact, recent data suggests that yoga teachers in the United States spend up to 5.7 billion dollars annually on classes, products, and retreats. In a paradox, it is conceivable that precisely at the time when the rest of the world appears determined to emulate the Western way of life; The West is actually moving away from its own significant roots and adopting an Eastern perspective.

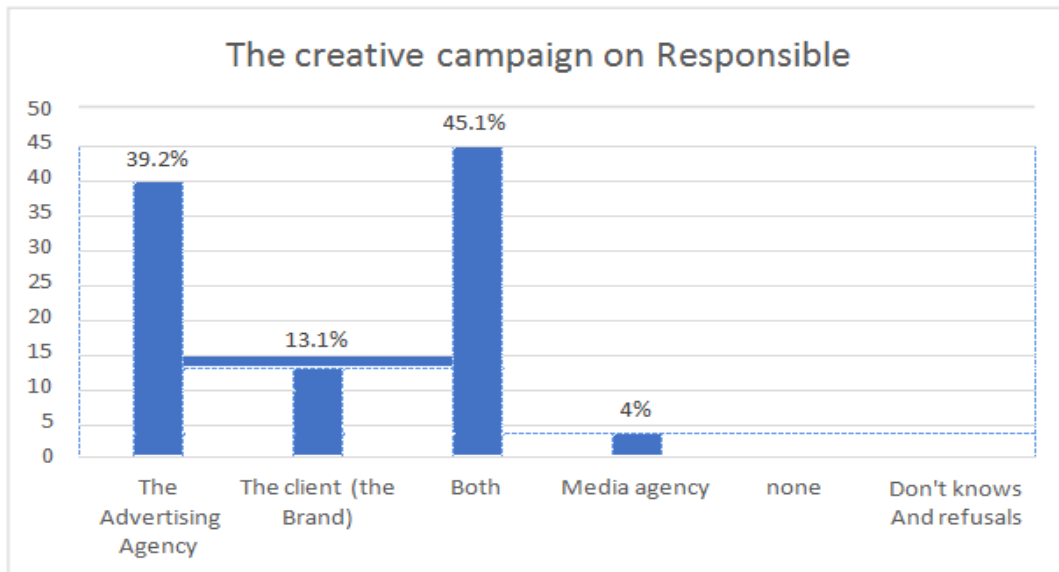
### **III. RESEARCH METHODOLOGY**

There are a few key areas to examine when looking into how the Western wellness industry's misleading marketing strategies undermine the authenticity of yogic practices. The Western wellbeing industry frequently advances yoga as an item, zeroing in on selling items and administrations as opposed to the customary profound and actual advantages of the training. Due to the absence of underlying causes, greenwashing, a significant obstacle to sustainable development, has not been discussed. This study is spellbinding, and the exploration depends on optional information sources. Utilizing straightforward case analysis methods, the study conducts a comprehensive examination of the legal implications of greenwashing and consumer protection. This commercialization can twist the center standards of yoga, which initially underlined mindfulness and internal development as opposed to outer appearance or material addition. Numerous health brands market items like costly mats, props, and enhancements as fundamental for a "valid" yoga experience. Traditional yogic practices may be simplified or altered in marketing strategies to reach a larger audience. As a result, yoga may be misunderstood as primarily a physical activity rather than a holistic and integrative practice. The Western wellness industry frequently approaches yoga by appropriating Indian culture without giving it proper recognition or respect. As a result, the practice's authenticity and significance may be diminished as a result of this disconnecting it from its cultural and spiritual roots. The inclusive and accessible nature of yoga can be undermined by this exclusivity, which can alienate those who are new to the practice or who are unable to afford these products.

### **IV. DATA ANALYSIS**

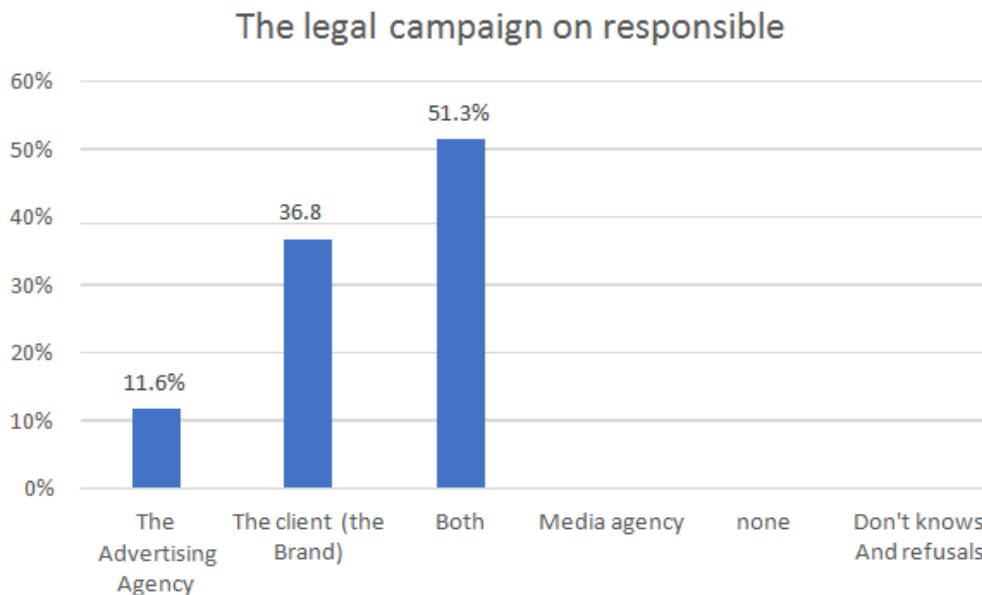
For advertising agencies and companies, advertising professionals collaborate to create successful campaigns that position brands in consumers' minds. Notwithstanding, these experts might have various perspectives on similar issues because of the alternate points of view from which they work. It's interesting to find out what these opinions are and how each side views the roles and responsibilities inv-

olved in campaign preparation.



**Graph 1: The creative campaign on responsible**

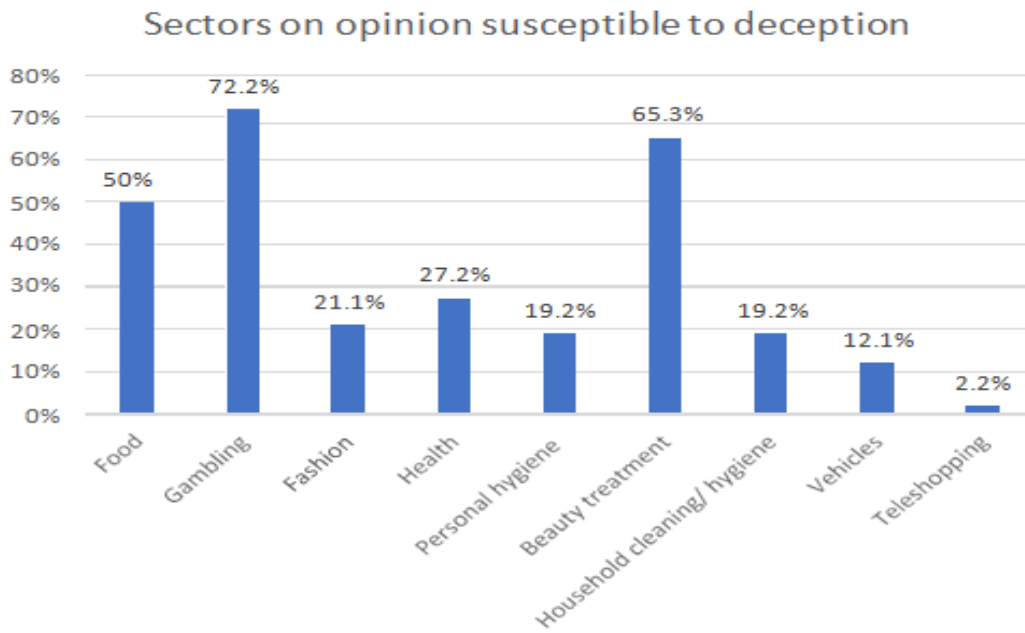
Regarding the legal responsibility in relation to a campaign, 50% of advertising professionals consider that both the client and the agency are responsible, 13.1% consider that it only belongs to the advertising agency and 36.8% attribute the legal responsibility to the advertiser. 11.6% of the advertising agency.



**Graph 2: The legal campaign on responsible**

From the solutions to the inquiry, with various responses, about the significance of "being capable" in promoting efforts, it follows that for 76.3% of those studied, being mindful means regarding the qualities that win in the public arena. Compliance with legal requirements accounts for 51.4 percent. The client of brand rate is 36.8%.





**Graph 3: Sectors on Opinion susceptible to deception**

Graph 3 is When asked which industries are most susceptible to deception, the majority of those polled identified gambling, followed by the beauty industry (65.3%) and the food industry (50%). 72.02% of those reviewed express that they completely concur with the assertion "deluding publicizing ought to be killed" and practically 15% have shown they concur.

## V. CONCLUSIONS

As a major cause of overproduction and overconsumption, the industry is under increasing pressure to adopt sustainable practices. However, the capitalist-based trend-driven and low-cost production models present significant obstacles. Westerners accept that yoga teachers and yoga mats are two significant prerequisite of yoga which again centers around request of yoga practioner. In addition, the demand for yoga clothing grew in tandem with the preceding demand, suggesting that Westerners themselves contributed to the commercialization of yoga. Customers are misled by this practice, which also undermines genuine sustainability efforts. The issue is further complicated by the various interpretations and misinterpretations of green-related terms. Despite the fact that they agree that the health care industry is one of the most dangerous when considering the harm that advertising fraud can cause to consumers, who are frequently vulnerable,

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