

Research Article

Chinese Health Care Products Industry's Future Strategic Positioning: Elderly Biotechnological Health Care Products Based on TCM

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Abstract: In order to study future strategic positioning of elderly biotechnological health care products from biological extraction technology in Chinese health care products industries, we analyze that the development of high-quality elderly health care products is needed and still remains a challenge due to the rapid growth in biological extraction technology. In this study, with the improvement of people's living standards, health care products has become a major consumer products for elderly, Traditional Chinese Medicine (TCM) as a traditional medicine health and health culture, is health care products developed an important theoretical basis and effective material source, development with biological extraction technology can promote future strategic positioning of elderly biotechnological health care products in Chinese health care products industry.

Keywords: Biological extraction technology, Chinese health care products industry, elderly biotechnological health care products, future strategic positioning, traditional Chinese medicine

INTRODUCTION

Traditional Chinese Medicine (TCM) is a broad range of medicine practices sharing common concepts which have been developed in China and are based on a tradition of more than 2, 000 years, including various forms of herbal medicine, acupuncture, massage (Tui na), exercise (qigong) and dietary therapy. Its philosophy is based on Yinyangism, good health is believed to be achieved by a balance between yin and yang, which was later absorbed by Daoism (Epler, 1980). As shown in Fig. 1.

Nowadays, China is aging population problem, with more and more old people and quick rising rate. The countermeasures for establishing and consummating China's elderly security system seven concrete measures China can take (Zangara, 2003). In recent years, both multidisciplinary and interdisciplinary research in Chinese health care products industry has become a process of modernization does not ignore the power of the modernization of TCM treatment technology, starting from the principle of their treatment, to maintain and develop their strengths and characteristics, to meet elderly health needs. To achieve this requirement, it is necessary to give the traditional techniques modernity, must multidisciplinary fusion of modern technologies such as biotechnology etc (Ko *et al.*, 1996). Therefore,



Fig. 1: Yin and yang symbol for balance

the integration of modern technology will be a multidisciplinary technology is the development direction of elderly biotechnological health care products in Chinese health care products industries.

As social and economic development, people's living standards improve, elderly health care products consumption is moving from subsistence to moderate prosperity-type transition, it is the quantity and quality of health care products have put forward higher requirements in Chinese health care products industry (Byard, 2010). China is an ancient civilization, has therapeutic and dietary long history and tradition, after thousands of years of practice, has accumulated a large number of health care experience, forming a large number of health care prescriptions, established a unique health care products science (Mingwei *et al.*, 2008). Based on TCM, the medical health and health culture, is Chinese health care products industries developed an important theoretical basis and effective source of matter. At the same time, development in line

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with China's national conditions, with Chinese biological extraction technology and promote the continuous development of elderly biotechnological health care products in Chinese health care products industries (Xie *et al.*, 2008).

MATERIALS AND METHODS

In past ten years through 2013, Chinese health care products is under the guidance of Chinese medicine theory, Chinese medicine developed with a specific health functions of health care products. Kind of health care products functions to realize the Ministry of Health, 'Evaluation of health care products procedures and test methods' under the various functions, but also reflect the specific efficacy of TCM theory, belongs to Chinese medicine health areas of control theory.

Prevention of disease: In TCM theory, the role of diet on the human body nourishment is an important preventive health care measures. As early as more than a thousand years ago, there are animal liver, to prevent night blindness, prevention of goiter with seaweed, with bran, with light blue ginger to prevent colds and other records. Modern research has confirmed TCM referred to the role of preventive health care, health care products science and reason and are subject to medical attention, is the role of TCM health care products an important feature of efficacy (Rindermann, 2008).

Nourishing care: TCM tonic theory, including flat fill, Ching, Jun fill and so on, through the benefit essence, nourishing the blood and regulate and fortify the organs wasting up to add righteousness, to enhance physical fitness purposes (Still, 2003).

Anti-aging: Dietary conditioning in the application of TCM for anti-aging aspects, dialectical meals is paid attention to the lungs, spleen and kidney three dirty

conditioning, in order to balance the body's metabolism to achieve anti-aging purposes (Leung, 2006).

In past ten years through 2013, the conditions study of TCM health care in the fight against disease, nourishing care, anti-aging and other aspects (Fig. 2), provides theoretical basis and methodological guidance for the development of Chinese health care products that provide a scientific theoretical foundation (Efferth and Kaina, 2011).

TCM health care products suitable for elderly: TCM theory holds that a person's constitution have yin and yang of difference, actual situation of the bias, leading to the body of certain disease-causing factors or disease susceptibility on elderly body, therefore, for different physical must have a special modulating the law, such as ferrite-yang imaginary elderly (Byard, 2010). TCM health care products for the older age groups must seize the kidney Yuan, Kin-Turkish, anti-aging this characteristic. Additionally, the TCM health care products aimed at different groups of elderly by their gender-specific effect: elderly men with refined for use, in order to regulate and fortify the fine Gujing order to cherish; elderly women with blood-based, nursed back to health by nourishing the blood and blood first. Groups for specific diseases, TCM health care products though not for therapeutic purposes, but it can assist in the treatment to help recovery (Gautam *et al.*, 2007). In short, TCM health care products must have a specific scope of application of people, all kinds of specific functional roles have scientific nature and relevance. Therefore, TCM health care products is more suitable for elderly.

Based on TCM elderly biotechnological health care products resources: Chinese complex natural conditions, topography, soil, climate and diverse plant is very rich in resources. According to statistics, there are more than 30, 000 kinds of higher plants, while their

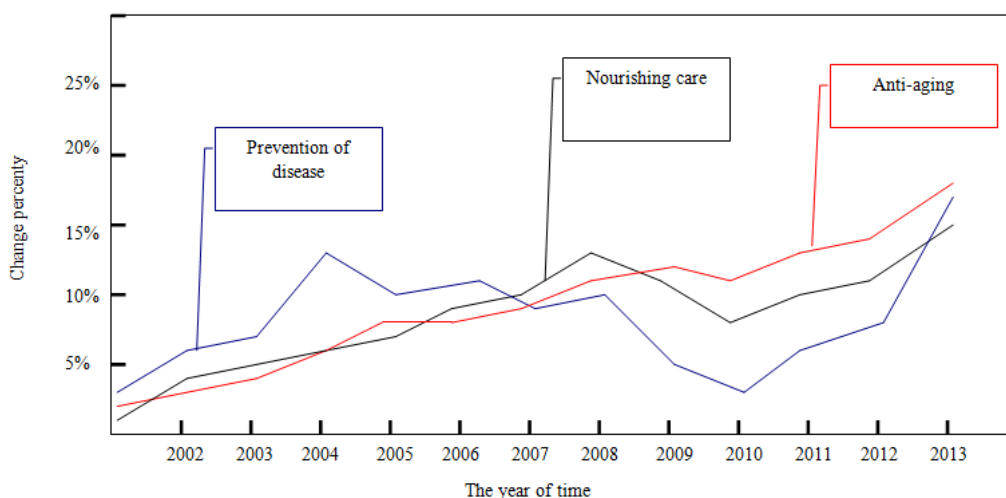


Fig. 2: Change of TCM health care in the fight against disease, nourishing care, anti-aging with the change of time

role is as the development of production and scientific research, in-depth and constantly being discovered by people. World Health Organization formally established there are 20,000 kinds of medicinal plants, but only more than 200 kinds of made a more detailed study in China more than in 6000, about 350 aromatic plants, oil plants with 800 species, stuffed About 300 kinds of wine and food plants. The Ministry of Health has approved a total of 3 times 87 kinds of Chinese herbal medicine food dual-use list, which is the production of an important elderly biotechnological health care products ingredients.

More than roles: Its role is not only a class of carbohydrate polysaccharide non-specific immune enhancer but also lower blood sugar, blood fat, lowering serum lipid peroxides and cholesterol levels, anti-clotting, anti-cancer and other multiple roles. Mainly exists in the mushroom, *Ganoderma lucidum*, Chinese caterpillar fungus, Chinese wolfberry, Chinese angelica, algae, *Tremella*, safflower, turtle and other items in the order of such raw materials of Chinese medicine-based health functions of elderly biotechnological health care products are mainly strengthening the immune system function, auxiliary lipid-lowering function (Vincent *et al.*, 2011).

Main effect: The main effect is that many herbal ingredients with anti-aging, anti-fatigue, protect the role of the cardiovascular system for elderly. Found in ginseng, American Ginseng, *Jiaogulan*, *Rhodiola*, *Astragalus*, Huang Jing, *Acanthopanax*, marigold, the raw material-based products can alleviate the physical fatigue, improve the growth and development, anti-oxidation and other functions of elderly biotechnological health care products (Lee and Ernst, 2011).

Compounds: Widely present in plants, in the Chinese herbal medicine is also an important class of epidemic component. For elderly, the ability to reduce serum cholesterol, anti-anoxia, lowering blood pressure, blood cholesterol, inhibit lipid peroxidation, improve circulation and so on. Found in *Ginkgo biloba* leaves, pollen, nuts and ginger subjects such as plants, as raw material-based products to declare the main function of a health-assisted lowering blood pressure, strengthening the immune system, auxiliary functions such as lowering blood pressure of elderly (Silva *et al.*, 2011).

Fatty acid vegetable oils, shark oil: Have lower blood lipids, inhibit thrombosis and anti-lipid peroxidation and so on. Raw material-based products as declared by the main function of a complementary lipid-lowering health care functions of elderly biotechnological health care products.

Main function: With the promotion of gastrointestinal function, improve anti-aging and anti-fatigue, enhance immune function. Dynamic comparison between total scores from TCM and Western medicine alone declare the main function of a slimming health care, improve anti-aging, anti-fatigue and enhance immunity (Fig. 3 to 5). Other widely used in elderly biotechnological health care products developed by TCM, including cili, *Kudingcha*, *Tianma*, pollen, royal jelly, pumpkin, licorice root, Chinese yam and so on. As a raw material-based products to declare the main function of elderly biotechnological health care products can enhance the immune system, weight loss, protect the liver (Rao *et al.*, 2013).

With the longevity and prevent aging, regulating immunity, anti-oxidant and anti-mutation of health care products such as traditional Chinese medicine will be favored, a large number of Chinese herbal medicine

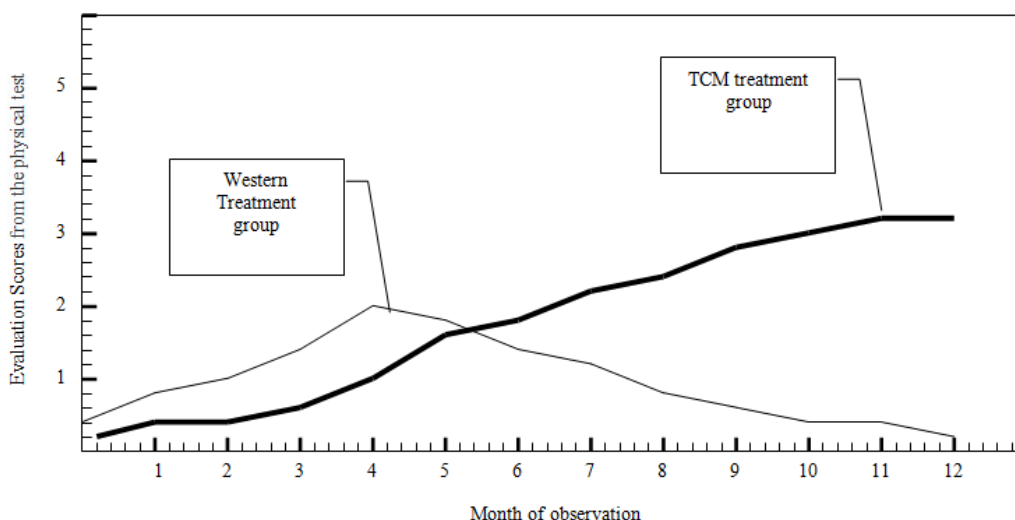


Fig. 3: Improvement of anti-fatigue after treatment of TCM or with Western medicine

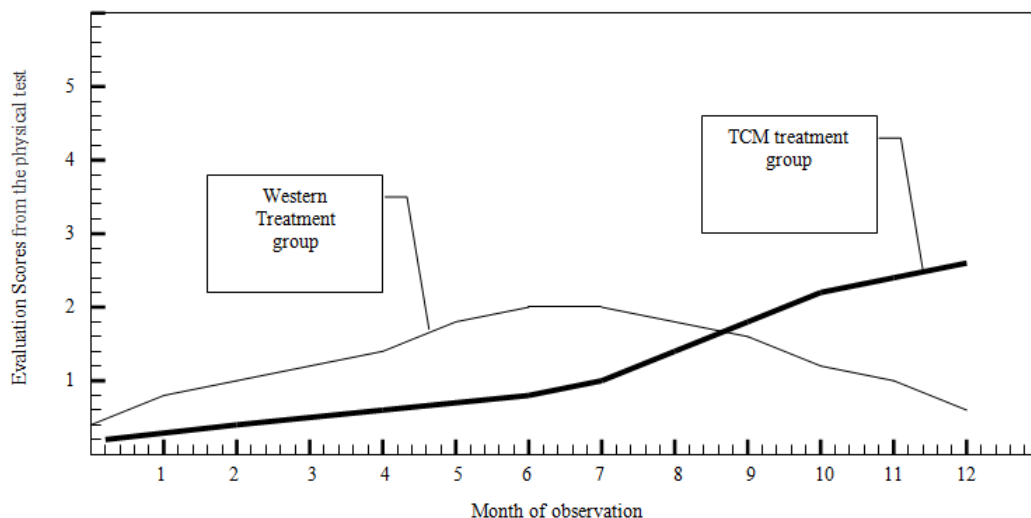


Fig. 4: Improvement of anti-aging after treatment of TCM or with Western medicine

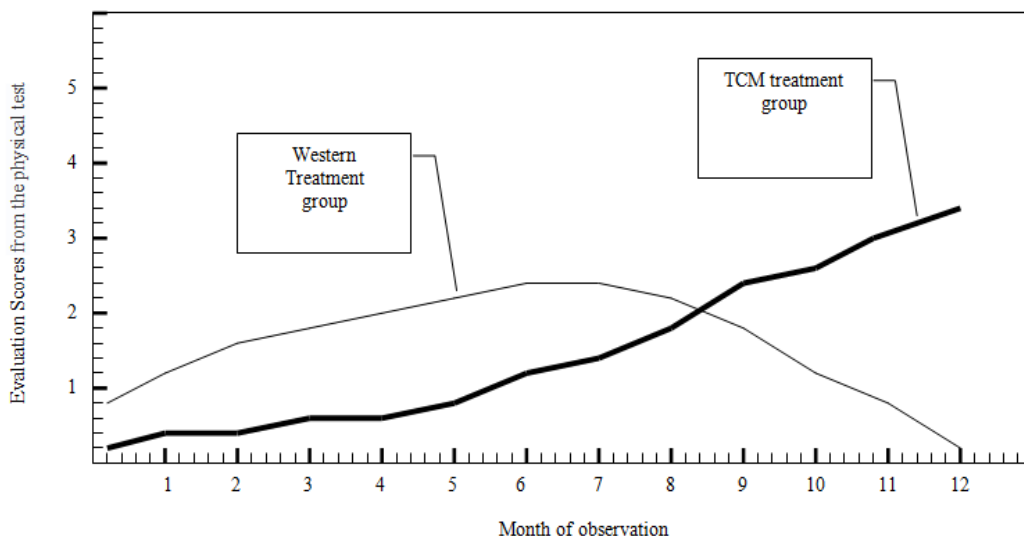


Fig. 5: Improvement of immune function after treatment of TCM or with Western medicine

edible, in the elderly body to ascertain their mechanism of action, they are the effective area or active ingredients will be mixed to a variety of foods, made from all kinds of healthy, delicious health care products, to natural green raw materials, through the high-tech processing of Chinese health care products will be the 21st century (Abolaji *et al.*, 2013).

RESULTS AND DISCUSSION

Nowadays, China's population is aging at unprecedented levels. Based on Traditional Chinese Medicine (TCM), the rise of elderly biotechnological health care products from biological extraction technology in the world will greatly promote the development of Chinese health care products industry (Gautam *et al.*, 2007).

The rise of elderly biotechnological health care products from biological extraction technology in the world promoting the development of Chinese health care products industry: Based on TCM, elderly biotechnological health care products from biological extraction technology, with prevention and treatment with very few side effects advantages in the growing international attention, in developed countries has become a trend. According to the World Health Organization statistics, at present there are 40 million people around the world use TCM treatment, accounting for 80% of the world's population. According to the estimates, development and utilization of elderly biotechnological health care products from biological extraction technology in the next 10 years to achieve an overall rise in the world (Silva *et al.*, 2011, 2009). At present, the Western countries are

accelerating the pace of application of elderly biotechnological health care products based on TCM. In the United States, the U.S. Federal Food and Drug Administration (FDA) has been able to manage a more objective look at traditional Chinese medicine, 'a dietary supplement Health and Education Act' is introduced in the food and medicine to Chinese medicine between the left a living space and recognize their health care effect (Singh and Ernst, 2008). At the same time, the U.S. FDA has approved drugs such as China's ginkgo Ling clinical trials in the United States. In the UK, the United Kingdom and Drug Administration have repeatedly told me in the British embassy about the production situation of the Chinese Medicine to understand the Chinese medicine qualification examination standards and education. UK Department of Health has commissioned a comprehensive study of TCM toxicity, results show that the vast majority of TCM has no adverse side effects (Fischer and De Vries, 2008). Additionally, France, Germany, Italy and other countries have also introduced the development of elderly biotechnological health care products based on TCM, policy and management system of TCM, all so that TCM in the countries concerned and the public further confidence.

In addition, China's TCM exports increased significantly in recent years, which is based on TCM in the vast majority of health care products in the form of access to international markets, particularly in enhancing the immune system, lose weight, lipid-lowering, anti-oxidation, to alleviate physical fatigue and the role of TCM. In this regard, the TCM health care products has obvious advantages in resources, technical advantages and a reliable security guarantees and is suitable for elderly to return to nature, consumption trend (Wang *et al.*, 2009). Therefore, based on TCM advantages, limitations and to overcome their own lack, elderly biotechnological health care products from biological extraction technology in China is fully capable of entering the international market, not only is the positioning of development of the internationalization of Chinese health care products industry, but also to promote the development of elderly biotechnological health care products requirements.

Further strengthen the theoretical study of Chinese health care products: Based on TCM characteristics and advantages to strengthen the overall concept of TCM concepts and syndrome differentiation and treatment methods of research, reflects the dialectical theory of TCM health care products fresh and the whole idea of regulation and in accordance with TCM clinical science, law, party, drug requirements. Gradually revealed in the study of the active ingredients of raw materials, combined with biological extraction technology research to meet the market demand at

home and abroad of new elderly biotechnological health care products. Additionally, the active ingredient through in-depth analysis and study, found that some new structure, the effectiveness of specific elderly biotechnological health care products which can greatly promote the development of Chinese health care products industry (Rindermann, 2008).

Use of extraction technology manufacture of elderly health care products:

The core of the future of elderly health care products competition in Chinese health care products industry is bound to be science and technology content, science as a guide, the role of traditional strengths to meet elderly consumer demand, elderly health care products company has only constantly updated technology and improve technical content, so that products from the low level of price wars, advertising battles came out to a high level of technical warfare, service war, have the ability to enter elderly health care products market (Gaskell *et al.*, 2004). Chinese health care products industry as a guide in the production of high-tech product, should give full play to advantages of biological extraction technology, we should pay attention to the following aspects: Firstly, we must focus on the integration of traditional therapeutic doctrine flourish. Secondly, we must focus on the development of biological engineering technology, membrane separation technology, supercritical carbon dioxide extraction technology, micro-capsule technology, low-temperature technology, organization and reorganization of biological extraction technology-based new technologies, the application of biological extraction technology will greatly improve the product's technical content, a powerful elderly health care products from biological extraction technology to promote the rapid development of Chinese health care products industry. Thirdly, SMEs will solve technical equipment and biological extraction technology lag, according to China's situation in light of international standards for improving the well-equipped craft. Additionally, actively train technical personnel in the universities and colleges to establish elderly biotechnological health care products professional, to promote the transformation of research results (Leung, 2006).

The future strategic positioning of development in Chinese health care products industry:

Chinese health care products industry mainly manifested in the absence of forward-looking, strategic and innovative research. At present, Chinese health care products industry is still in the initial stage. In research and development, technical lines and lack of standards and comparability of experimental model, technological means is relatively backward, resulting in inaccurate positioning of strategy, structure-activity and dose-effect relationship, the role of bio-active ingredients and efficacy of the relationship between the pharmacological mechanism is not clear and other

issues (Cao *et al.*, 2010). In production, reflected in the relatively simple technology behind the effectiveness of ingredients is low, difficult issues such as digestion and absorption. In security, elderly biotechnological health care products raw materials are many sources of complexity, its harvesting, processing, transportation and the different climatic conditions can lead to security risks in Chinese health care products industry (Fischer and De Vries, 2008). Additionally, due to random planting, soil contamination and other issues led to elderly biotechnological health care products raw materials caused by pollution, pesticide residues can not be ignored. In addition, China's population is aging at unprecedented levels. Therefore, based on TCM, The future strategic positioning of development in Chinese health care products industry: elderly biotechnological health care products from biological extraction technology (Cao *et al.*, 2010).

Establishment of a complete evaluation of system:

As used in elderly biotechnological health care products in the raw material and its safety and toxicity of rationality must be specific and comprehensive evaluation of the safety of elderly biotechnological health care products to provide a basis. Based on TCM, elderly biotechnological health care products in various stages of the establishment of a sound evaluation system in Chinese health care products industry, including raw materials cultivation, harvesting, storage, extracting the active ingredient, process synthesis and post-processing procedures have taken the appropriate safety evaluation measures to ensure product safety (Efferth and Kaina, 2011). In elderly biotechnological health care products approval process, we should as soon as possible a comprehensive verification system, including the modernization of Chinese medicine quality, safety and toxicological assessment of the clinical effectiveness of verification system, a unified method of standardization of TCM laboratory analysis systems and auxiliary systems (Abolaji *et al.*, 2013). Therefore, elderly biotechnological health care products to ensure the approval process more scientific, standard and thus with international practice, to promote accurate positioning of strategy of future development of Chinese health care products industry.

In a word, elderly pay attention to natural and back to nature today and TCM theory and practice therapeutic homology will be inherited in more Chinese medicine theory and modern extraction technology based on the ideas, based on our existing resources, using natural, the healthy, both 'diet' and 'dietary' with Chinese characteristics as future strategic positioning with the international community pay attention to individual differences in elderly biotechnological health care products and adaptability of personalization, the trend series, adhere to the scientific research as the basis for establishing the same standardized quality assessment standard, strong research and development

of elderly biotechnological health care products, as soon as the latest scientific research and widely accepted and recognized by the market of elderly biotechnological health care products and the formation of the industrialization of the economies of scale. This will truly bring vitality to Chinese health care products industry gradually formed a unique, competitive industry At home and abroad.

CONCLUSION

Chinese health care products industry is a long gradual process of development, the need to spend a lot of energy medicine profession and for a long time a systematic excavation of the motherland medicine and full inheritance, while maintaining full play to its own characteristics and advantages. The effective use of elderly biotechnological health care products, continuous innovation supporting the development of extraction technology, TCM continuously improve the economic and social development of Chinese health care products industry, consolidate and strengthen China's dominant position in the field of Chinese health care products industry. Western medicine to understand life lessons in law and control of disease activity long complementary advantages, mutual integration, focusing on breakthroughs in extraction technology and TCM heritage and the development of life sciences innovation key issues, the application of global scientific and technological resources to promote the process of internationalization of Chinese health care products industry, carry forward the fine Chinese culture, to contribute to the cause of elderly health, to contribute to Chinese health care products industry's future strategic positioning.

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