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China unites modern nutritional science with traditional medicine

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USANA and Beijing University of Chinese Medicine sign research collaboration agreement

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Under the agreement, USANA and BUCM will cooperatively research the field of Traditional Chinese Medicine (TCM). The objective of this collaboration is to bring together modern nutritional science and TCM to improve the health and wellness of individuals and families around the world.

USANA and BUCM will collaborate in several areas, including evaluating the effectiveness of TCM to replenish qi (an ancient Chinese healing art involving meditation), evaluating the effectiveness of TCM ingredients, creating new health products based on the concept of TCM, and developing targeted nutritional regimens for people of different body types. Under the agreement, USANA has the right to commercialize any nutritional/TCM products resulting from the collaboration.

The collaboration will also promote mutual scholar and scientist visits, set up post-doctoral workstations, provide scholarships to TCM students at BUCM, and support the U.S. Center for Chinese Medicine established by BUCM.

"Beijing University of Chinese Medicine is an educational base for cultivating high-level innovative Chinese medicine, a research powerhouse for knowledge and technological innovation in Chinese medicine, and a top-ranking Chinese medicine university in China," said BUCM President Dr. Xu Anlong. "Our mission is to promote global awareness and practice of Chinese medicine and to contribute to the development of human health and the progress of civilization."