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**Yoga, meditation, and well-being in philately: a visual analysis of cultural and symbolic themes**

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- Makale için etik onay alınmamıştır. Yazar(lar), çalışmanın etik kurul onayına tabi olmadığını beyan eder(ler).
- Ethical approval was not obtained for this study. The author(s) declare(s) that the study is not subject to ethics committee approval.

**Araştırmacıların çalışmaya katkısı / Researchers' contribution to the study**

1. Yazarın katkısı: Makaleyi yazdı, verileri topladı ve sonuçları analiz etti/raporladı (%50).

Author contribution: Wrote the article, collected the data, and analyzed/reported the results (50%).

2. Yazarın katkısı: Makaleyi yazdı, verileri topladı ve sonuçları analiz etti/raporladı (%50).

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**Çıkar çatışması / Conflict of interest**

Yazar(lar) bu çalışmada olası bir çıkar çatışması olmadığını beyan ederler.

The author(s) declare(s) that there is no potential conflict of interest in this study.

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**Yoga, meditation, and well-being in philately: A visual analysis of cultural and symbolic themes**

**Abstract**

Postage stamps reflect the cultural identities, societal values, and historical events of nations. Exploring how yoga, meditation, and well-being are represented in philatelic materials is important for understanding their cultural and symbolic transmission. This study examines how these themes are depicted in stamps worldwide and highlights the social and cultural messages conveyed. A descriptive design was employed. Stamps issued globally between January 1, 1991, and December 31, 2024, were analyzed using the Michel and Yvert et Tellier catalogs. Data were identified through the keywords "yoga," "meditation," and "well-being," and philatelic materials were categorized and examined according to these themes. A total of 53 stamps were identified. Yoga-themed stamps emphasize harmony of body, mind, and spirit. Meditation-themed stamps reflect mindfulness and inner peace, while well-being-themed stamps promote healthy living and sustainable wellness. These themes align with the United Nations' Sustainable Development Goal 3: Good Health and Well-being. In particular, well-being-themed stamps can support public health awareness by encouraging healthy lifestyles. Philatelic materials illustrate the universal significance of yoga, meditation, and well-being through cultural and artistic narratives. With digitalization, these themes may be integrated more effectively into educational and awareness efforts.

**Keywords:** Yoga, Meditation, Well-being, Philately, Cultural representation

**EXTENDED ABSTRACT**

**Introduction**

Postage stamps are cultural artifacts. They reflect national identities, values, and histories. Stamps commemorate events and figures, but they also carry social messages. Yoga, meditation, and well-being are themes that combine cultural meaning with universal human needs. Yoga, rooted in ancient India, has become a global practice linked to balance, mindfulness, and healthy living. Meditation represents inner peace and awareness. Well-being refers to the pursuit of a healthy and meaningful life. In recent years, these practices have appeared in philatelic works. Several countries have issued stamps for International Yoga Day or with designs that emphasize mindfulness and health. These materials preserve cultural traditions while engaging with global health narratives. This study examines how yoga, meditation, and well-being are represented in philately. It emphasizes their role as tools for cultural communication and public awareness.

**Method**

This study used a descriptive design. Postage stamps issued worldwide between January 1, 1991, and December 31, 2024, were analyzed. Data were collected through the Michel and Yvert et Tellier catalogs, which are openly accessible sources. Keywords such as "yoga," "meditation," and "well-being" guided the search. A total of 53 philatelic items were identified. In this study, the term 'philatelic material' covers only postage stamps and stamp blocks/miniature sheets; first day envelopes and maximum cards are excluded. They were grouped under themes such as mindfulness, health, and spiritual balance. The analysis focused on their cultural meaning and their contribution to health-related messages.

**Findings**

The study identified 53 philatelic items related to yoga, meditation, and well-being issued between 1991 and 2024. Yoga-themed stamps emphasize the harmony of body, mind, and spirit. They appear in series such as India's 1991 Yoga Exercise Series, the 2015 and 2016 International Day of Yoga stamps, and the United Nations' 2017 collection of ten asanas. These designs highlight yoga as both cultural heritage and a global health practice. Recent issues, such as India's 2024 cover combining yoga and music or Taiwan's family yoga stamp, reflect its integration into modern lifestyles.

Meditation-themed stamps portray mindfulness and inner peace across diverse traditions. Examples include Sri Lanka's series depicting walking and standing meditation, India's Meditating Buddha stamp, and Belgium's 2021

contemporary art interpretation. Such philatelic works illustrate meditation as a practice rooted in spirituality but also connected to peace, philosophy, and artistic expression. Well-being-themed stamps focus on health, balance, and sustainable living. France's 2021 Bien-être et santé issue, Israel's 1994 series on healthy habits, and the UN's 2016 Sustainable Development Goal stamp exemplify how philatelic materials communicate messages on healthy lifestyles and public health awareness.

### **Conclusion**

This study demonstrates that philately is more than a record of national histories. It also functions as a medium for transmitting cultural and health-related values. Yoga-themed stamps reflect the universal recognition of physical, mental, and spiritual balance. Meditation-themed issues highlight awareness, tranquility, and cultural diversity. Well-being stamps underscore the global importance of healthy living and sustainable development. Philatelic materials thus serve as cultural communication tools that integrate art, history, and social awareness. They support the dissemination of values aligned with Sustainable Development Goal 3, Good Health and Well-being. Future efforts could explore the digital transformation of philately, enabling these themes to be more widely used in education, awareness campaigns, and cultural heritage initiatives. Integrating stamps into digital platforms may further enhance their role in connecting cultural traditions with contemporary global health narratives.

## **INTRODUCTION**

Postage stamps have historically served as an influential medium for reflecting the cultural identities and social values of nations (Libera, 2020; Trammell, 2010). These small yet powerful pieces of communication often depict historical events, notable figures, and societal messages, serving as both artistic and aesthetic expressions (Limor & Tamir, 2021). Philatelic studies provide an in-depth understanding of the past and cultural heritage of societies by analyzing these richly symbolic artifacts (Erkin & Coşğun, 2024; Libera, 2020). Although philately has been studied in the contexts of national identity and political symbolism, few studies have examined its relation to health, wellness, and mindfulness narratives.

Yoga, a holistic practice rooted in ancient India and spanning thousands of years, aims to achieve physical, mental, and spiritual harmony (Newcombe, 2017). This practice incorporates meditation, breathing techniques (pranayama), and physical postures (asana) (Govindaraj et al., 2016). Today, yoga has evolved beyond being merely a personal discipline; it is now recognized as a global phenomenon associated with healthy lifestyles, mental well-being, mindfulness, self-compassion and social cohesion (Cheshire et al., 2022; Erkin & Akçay, 2018; Erkin & Şenuzun Aykar, 2021; Nagarathna et al., 2021; Sharma & Sharma, 2024). Its benefits, including stress management, mental health improvement, and physical flexibility, have made yoga a widely embraced practice worldwide (Charan & Kumar 2024; Deshmukh et al., 2024). The global proliferation of yoga has significantly influenced various cultural perspectives on health and wellness, offering individuals new opportunities to express themselves through spiritual practices (Csala et al., 2021; Erkin et al., 2024).

### Examples of Yoga-Themed Stamps

In recent years, the potential of yoga, meditation, and well-being themes in philatelic works to convey cultural expression and social messages has garnered increased attention (Michel, 2025; Yvert et Tellier, 2025). Beyond their traditional role of reflecting cultural identities and documenting historical events and figures, philatelic materials have also become a medium for transmitting the essence of cultural and social practices like meditation and well-being (UPU, 2025a; UPU, 2025b). For instance, the Indian Postal Department issued a set of four stamps in 1991 featuring yoga postures such as Bhujangasana, Dhanurasana, Ustrasana, and Utthita Trikonasana, showcasing how yoga themes have been integrated into philatelic collections (Philamirror, 2015). Additionally, in 2015, India released a pair of stamps and a miniature sheet to commemorate International Yoga Day, highlighting yoga's significance on both national and international levels (PIB, 2021). Similarly, the United Nations Postal Administration issued a collection of stamps in 2017 depicting ten different yoga asanas to honor International Yoga Day, further emphasizing yoga's global importance and its integration across cultures (The UNN, 2017).

### Global Expansion of Meditation and Well-Being Motifs

Similar themes have emerged in other philatelic materials worldwide. Likewise, meditation and well-being themes have also been represented through various philatelic artifacts, portraying mindfulness, mental balance, and health-oriented messages (The UNN, 2017; UPU, 2025a; UPU, 2025b). By incorporating these themes, philatelic materials symbolically document the global prevalence of yoga, meditation, and well-being and their impact on societal health narratives (Michel, 2025; Yvert et Tellier, 2025). These collectibles bring together cultural elements to highlight their transformative role on both individual and collective levels.

The inclusion of yoga, meditation, and well-being themes in philatelic materials underscores their international significance and dissemination. In this context, philatelic studies offer valuable insights into how these practices are represented as cultural communication tools. This research aims to explore the role of yoga, meditation, and well-being themes in philately and examine their impact on society, shedding light on their cultural and symbolic dimensions. By broadening the scope beyond postage stamps, this study seeks to assess how different philatelic materials contribute to the visual and historical representation of these interconnected themes. This study contributes to cultural health communication by illustrating how philatelic materials act as visual instruments promoting global well-being narratives.

## METHODS

Using a descriptive research design, postage stamps issued worldwide between January 1, 1991, and December 31, 2024, were examined through Michel and Yvert et Tellier catalogs, which are recognized as reputable and openly accessible sources within the philatelic community. A descriptive research approach was adopted to identify philatelic materials related to yoga, meditation, and well-being. In this study, the term “philatelic material” covers only postage stamps and stamp blocks/miniature sheets; first day envelopes and maximum cards are excluded. The analysis was conducted using keywords such as “yoga,” “meditation,” and “well-being” in the relevant catalogs.

Each stamp was examined for visual elements, textual inscriptions, issuing country, year, and symbolic themes. The content was analyzed through qualitative content analysis, focusing on identifying dominant thematic and iconographic motifs. The selected philatelic materials were categorized based on themes such as mindfulness, well-being, spiritual practices, and mental health. To ensure reliability, the classification was reviewed independently by two researchers, and coding decisions were agreed upon for all thematic categories. This study presents 53 philatelic items containing social and cultural messages related to yoga, meditation, and well-being, issued in various countries worldwide. As the data were obtained from publicly accessible philatelic catalogs, ethical approval was not required.

## RESULTS

### Yoga-Themed Stamps

Yoga is an ancient practice with a history spanning thousands of years, aimed at achieving harmony between the body, mind, and spirit. Recognized globally for its association with well-being, mental health, and social cohesion, yoga has also found its place in the world of philately. Postage stamps are not merely a means of communication; they are artistic and aesthetic objects that reflect cultural values, historical events, and societal messages. The theme of yoga in philately has become more prominent since the 1990s, appearing on stamps issued by various countries worldwide. A detailed overview of philatelic materials related to yoga, including country of issue, release date, nominal value, and catalog number, is presented in Table 1. Additionally, the visual representations of these stamps are provided in Table 2.

## Yoga, meditation, and well-being in philately: a visual analysis of cultural and symbolic themes

**Table 1.** Yoga Themes in Philately

Philatelic Materials – Yoga (30 Stamps)					
Figure No	Country	Name	Release Date	Details	Catalog No
Figure 1	India	Yoga Exercise- Bhujangasana	30.12.1991	2 Indian Rupees (INR)	MÍ  IN 1338
Figure 2	India	Yoga Exercise- Dhanurasana	30.12.1991	5 Indian Rupees (INR)	MÍ  IN 1339
Figure 3	India	Yoga Exercise- Ustrasana	30.12.1991	6,50 Indian Rupees (INR)	MÍ  IN 1340
Figure 4	India	Yoga Exercise- Utthita trikonasana	30.12.1991	10 Indian Rupees (INR)	MÍ  IN 1341
Figure 5	India	International Yoga Day	21.06.2015	5 Indian Rupees (INR)	MÍ  IN 2874
Figure 6	India	Yoga	10.06.2016	25 P Indian Paise	MÍ  IN 2954
Figure 7	India	International Day of Yoga-(Souvenir Sheet-12 Stamps)	21.06.2016	180 Indian Rupees (INR)	YT  IN 2680-2691
Figure 8	New York, United States of America, United Nations Organization	International Day of Yoga- (Miniature Sheet-10 Stamps)	21.06.2017	11,50 American Dollars	MÍ  NY 1620-1629
Figure 9	India	World Environment Day	05.06.2018	5 Indian Rupees (INR)	MÍ  IN 3396
Figure 10	People's Republic of China	Yoga-Family Leisure Activities	03.07.2024	8 New Taiwan Dollars	YT  TW 4326
<i>YT: Yvert et Tellier, MÍ: Michel</i>					

Table 2. Yoga-Themed Stamps



Figure 1

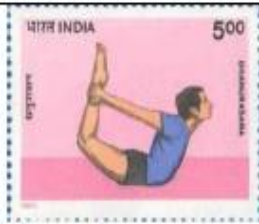


Figure 2



Figure 3



Figure 4



Figure 5

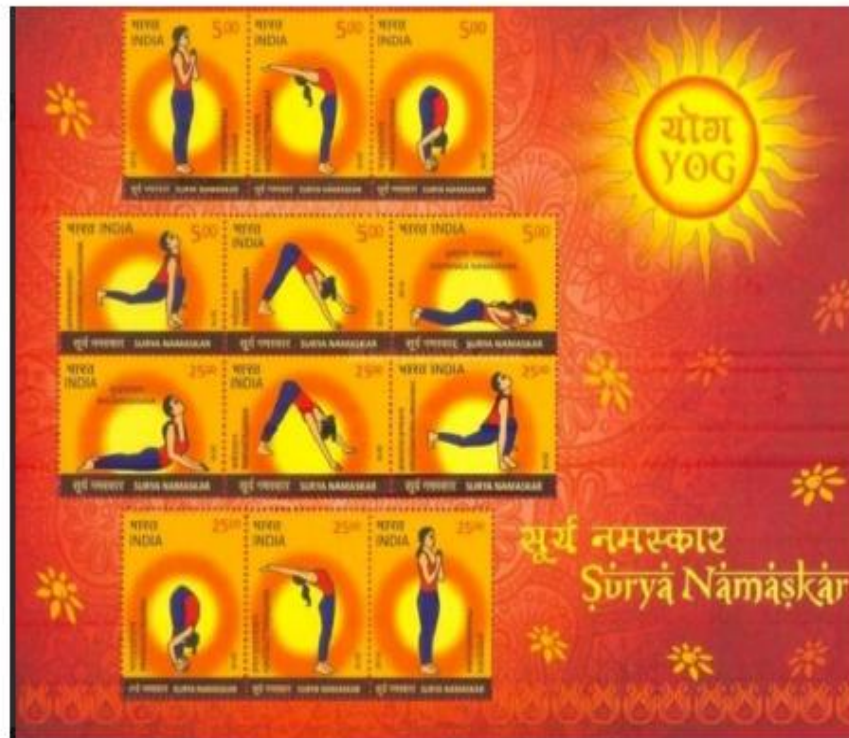


Figure 7



Figure 6

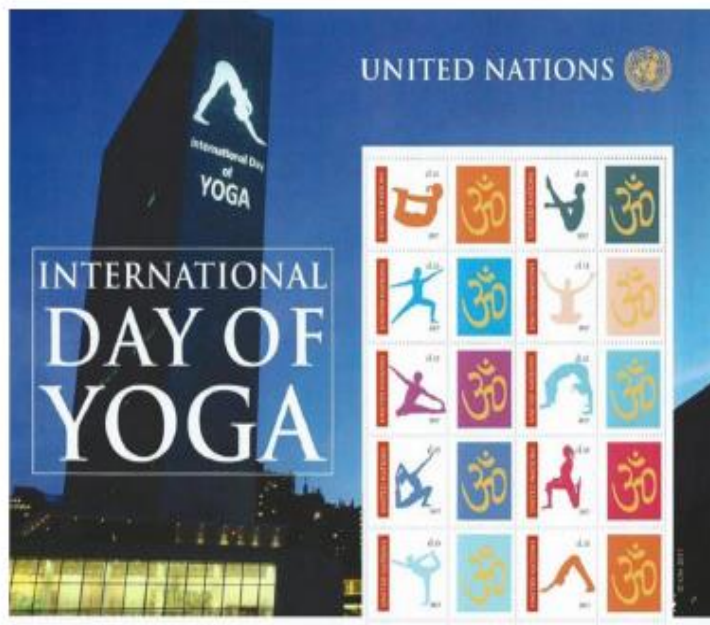


Figure 8



Figure 9



Figure 10

## **Yoga, meditation, and well-being in philately: a visual analysis of cultural and symbolic themes**

In India, yoga holds immense cultural and spiritual significance, and this heritage is also reflected in philatelic works. The India Post issued a stamp series in 1991 featuring four fundamental yoga postures: Bhujangasana, Dhanurasana, Ustrasana, and Utthita Trikonasana. The Yoga Exercise Series underscores yoga as an ancient discipline that promotes both physical and mental well-being (Figures 1-4). Similarly, on June 10, 2016, India issued another stamp featuring a yoga theme. This stamp, valued at 25 Paise, depicts a figure practicing yoga. The halo in the background symbolizes inner enlightenment and spiritual balance. This stamp highlights yoga as a universal practice that fosters harmony between mind and body while also emphasizing its integral role in India's cultural heritage (Figure 6).

To commemorate the International Day of Yoga, recognized by the United Nations General Assembly in 2014, special stamp series were issued in India in 2015 and 2016. These stamps were designed to honor the International Day of Yoga and highlight yoga as a globally acknowledged practice of well-being (Figures 5 and 7). By depicting a traditional asana posture, the stamps symbolize the integration of physical, mental, and spiritual harmony. In 2017, the United Nations Postal Administration released a collection featuring ten different yoga poses, further emphasizing the universal significance of yoga (Figure 8). This collection, showcasing various asanas, underscores the diversity of yoga practices and their cross-cultural accessibility. The ten-stamp series was valued at \$11.50, with each stamp representing a distinct yoga posture. On June 21, 2024, India issued a special philatelic cover themed “International Day of Yoga and World Music Day.” This cover highlights the positive impact of yoga and music on human health. Valued at 500 Paise, the cover features a seated meditation figure associated with the chakra system, surrounded by a design incorporating musical notes. This artistic representation underscores the role of yoga and music in fostering mental and spiritual balance, uniting two essential practices that support inner harmony.

Yoga is presented as a means of enhancing both physical and mental well-being while emphasizing the importance of living in harmony with nature. In 2018, India issued a stamp for World Environment Day, which accentuates yoga's connection with nature. The stamp's design juxtaposes environmental pollution with nature's healing process. The background elements, including a rainbow and lush green landscapes, symbolize the regenerative power of nature, while the figures practicing yoga illustrate how humans can maintain a balanced existence with their surroundings (Figure 9).

Similarly, in 2024, the Republic of China issued a stamp under the theme Yoga-Family Leisure Activities, featuring a contemporary and artistic interpretation of yoga. This stamp reflects the

growing popularity of yoga in both Eastern and Western cultures. It symbolizes the integration of yoga into modern lifestyles and its adoption as a relaxing, health-promoting activity within the family setting. The stamp highlights the accessibility of yoga as a practice that can be performed at home with family members, emphasizing its ease of incorporation into daily life. Designed to represent mind-body balance and holistic well-being, the stamp is valued at 8 New Taiwan Dollars (Figure 10). These examples illustrate that yoga is not only embraced in its country of origin, India, but has also been adopted across various cultures, evolving into a universal practice of well-being. Philatelic materials serve as powerful tools that highlight the physical, mental, and cultural dimensions of yoga, emphasizing its global impact.

### **Meditation-Themed Stamps**

Meditation is a practice associated with mental tranquility, mindfulness, and spiritual development. In the philatelic world, it has been depicted through themes reflecting diverse cultural perspectives. Meditation-themed philatelic works not only document spiritual practices but also serve as a means of communication that promotes both individual and collective well-being. A total of 14 meditation-themed stamps are detailed in Table 3, including information such as country of issue, release date, nominal value, and catalog number. The visual representations of these stamps are presented in Table 4.

## Yoga, meditation, and well-being in philately: a visual analysis of cultural and symbolic themes

**Table 3.** Meditation Themes in Philately

Philatelic Materials – Meditation (14 Stamps)					
Figure No	Country	Name	Release Date	Details	Catalog No
Figure 11	Uganda	Philosopher in Meditation	04.05.1993	2,500 Ugandan Shillings	MĪ UG 1211
Figure 12	Italy	Meditation (Miniature Sheet, 2 Stamps)	04.11.2000	2,800 Italian Lira	MĪ IT BL26
Figure 13	Sri Lanka	Meditation	26.04.2003	23 Sri Lankan Rupees	MĪ LK 1380
Figure 14	Sri Lanka	Types of Meditation (2 Stamps)	12.05.2005	4,5 Sri Lankan Rupees 10 Sri Lankan Rupees	MĪ LK 1493-1495
Figure 15	Sri Lanka	Meditation	05.05.2009	5 Sri Lankan Rupees	MĪ LK 1744
Figure 16	Mozambique	Meditation-Mahatma Gandhi	30.11.2009	8 Mozambican Metical	YT MZ 2768
Figure 17	India	Meditating Buddha	02.05.2007	5 Indian Rupees (INR)	MĪ IN 2205
Figure 18	Sri Lanka	Meditation	20.04.2015	50 Sri Lankan Rupees	MĪ LK 2032
Figure 19	India	Maharishi Mahesh Yogi (1918 – 2018)	30.08.2019	5 Indian Rupees	MĪ IN 3568
Figure 20	People's Republic of China	Meditation	26.09.2020	1,20 Chinese Renminbi Yuan	MĪ CN 5236
Figure 21	Belgium	Meditation by Roger Raveel	25.01.2021	2,14 Euro	YT BE 5027
Figure 22	Croatia	Meditation by Frano Kršinić	27.11.2023	2,20 Euro	MĪ HR 1644

*YT: Yvert et Tellier, MĪ: Michel*

Table 4. Meditation-Themed Stamps

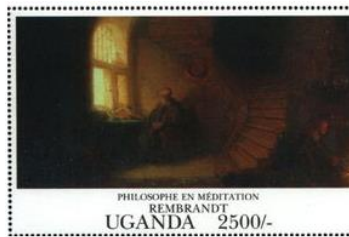


Figure 11



Figure 12

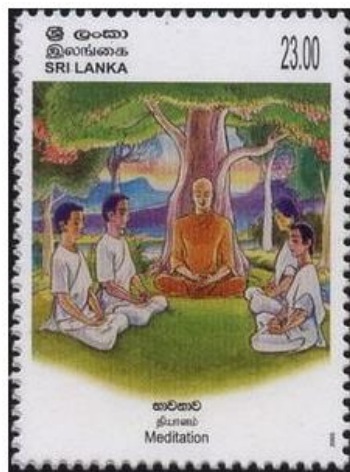


Figure 13



Figure 14



Figure 15



Figure 16

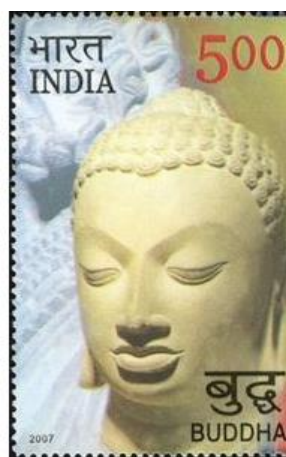


Figure 17

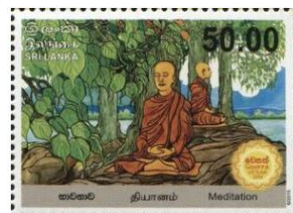


Figure 18

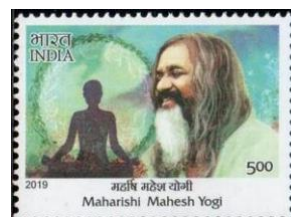


Figure 19

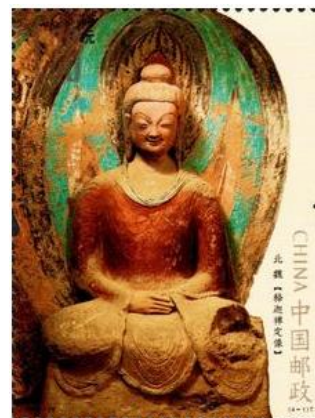


Figure 20



Figure 21



Figure 22

Many countries around the world have issued special stamps to highlight the cultural and spiritual significance of meditation. In Sri Lanka, stamps issued in 2003, 2005, 2009, and 2015 emphasize various aspects of meditation (Table 3). Notably, the Types of Meditation (2005)

## **Yoga, meditation, and well-being in philately: a visual analysis of cultural and symbolic themes**

series illustrates the diversity of meditation practices. The first stamp in the series portrays monks engaging in walking meditation, demonstrating that meditation is not limited to seated practice but can also be performed in motion. The second stamp features monks practicing standing meditation, symbolizing a form of meditation that integrates bodily awareness with cognitive focus. This stamp series underscores how different meditation practices contribute to individual mindfulness and awareness (Figure 14).

The stamp issued by Sri Lanka in 2003, valued at 23 Sri Lankan Rupees, depicts traditional meditation practices. The design illustrates individuals meditating under a tree under the guidance of a monk. This imagery emphasizes the role of a natural setting in fostering cognitive tranquility and enhancing the meditation process (Figure 13). In 2009, Sri Lanka issued a 5 Sri Lankan Rupees stamp dedicated to the Vesak Festival, highlighting the practice of group meditation. The individuals depicted meditating in nature symbolize the significance of spiritual discipline and mindfulness within Buddhist philosophy, while also representing the supportive power of social solidarity in spiritual development (Figure 15). The 2015 Sri Lankan stamp, valued at 50 Sri Lankan Rupees, portrays meditation as a mindfulness practice deeply intertwined with nature. The design references Buddha's long meditation in natural surroundings before attaining enlightenment, emphasizing the role of nature and silence in spiritual growth (Figure 18). In India, the 2007 stamp issued under the theme *Meditating Buddha*, valued at 5 Indian Rupees, is a philatelic piece that honors Buddha. The stamp features an image of a serene and deeply meditative Buddha statue, symbolizing inner peace and spiritual transcendence (Figure 17). Beyond promoting cultural and spiritual values, philatelic materials also serve as instruments for raising social awareness and honoring significant historical and societal figures. In this context, the stamp issued by India in 2019 stands out as a philatelic work that supports the global spread of meditation and contributes to social consciousness regarding spiritual awareness. Additionally, it was issued to honor Maharishi Mahesh Yogi, the founder of the Transcendental Meditation (TM) technique, who played a crucial role in introducing Indian meditation practices to the Western world (Figure 19).

Meditation-themed philatelic works highlight the universal significance of this practice by reflecting its cultural, philosophical, and artistic dimensions. The 2009 Mahatma Gandhi-themed meditation stamp issued by Mozambique underscores that meditation is not solely a religious practice but also a tool for peace and social transformation (Figure 16). Belgium's 2021 stamp, *Meditation* by Roger Raveel, presents meditation from a contemporary art perspective, illustrating how individual awareness merges with artistic expression (Figure 21).

Similarly, Uganda's 1993 stamp, *Philosopher in Meditation*, explores the connection between philosophical thought and meditation, demonstrating how the meditative process shapes intellectual reflection (Figure 11). The 2020 stamp issued by the People's Republic of China highlights the deep-rooted presence of meditation in Eastern philosophies, emphasizing its role in the pursuit of mental tranquility and wisdom for thousands of years (Figure 20). Meanwhile, Italy's 2000 *Meditation Miniature Sheet*, consisting of two stamps, serves as a significant example of meditation represented in philately as both an artistic and cultural expression (Figure 12). These philatelic materials reveal the multifaceted connections between meditation, individual awareness, social peace, artistic expression, and philosophical contemplation. Similarly, in Croatia, the theme of meditation has been incorporated into philatelic works through artistic interpretations. In this context, the 2023 Croatian stamp, valued at 2.20 Euros, features a meditation-themed design. The stamp showcases a sculpture by Croatian sculptor Frano Kršinić, with a marble-carved figure symbolizing body-soul harmony and representing meditation as an artistic expression (Figure 22).

### **Well-Being-Themed Stamps**

Well-being is a broad concept that encompasses the balanced maintenance of physical, mental, and spiritual health. The theme of well-being, which includes factors contributing to individuals' healthy and fulfilling lives, has also found representation in philately. Postage stamps not only document historical and cultural events but also serve as important communication tools that convey messages of health, happiness, and prosperity to societies. A total of nine well-being-themed stamps are detailed in Table 5, including information such as country of issue, release date, nominal value, and catalog number. The visual representations of these stamps are presented in Table 6.

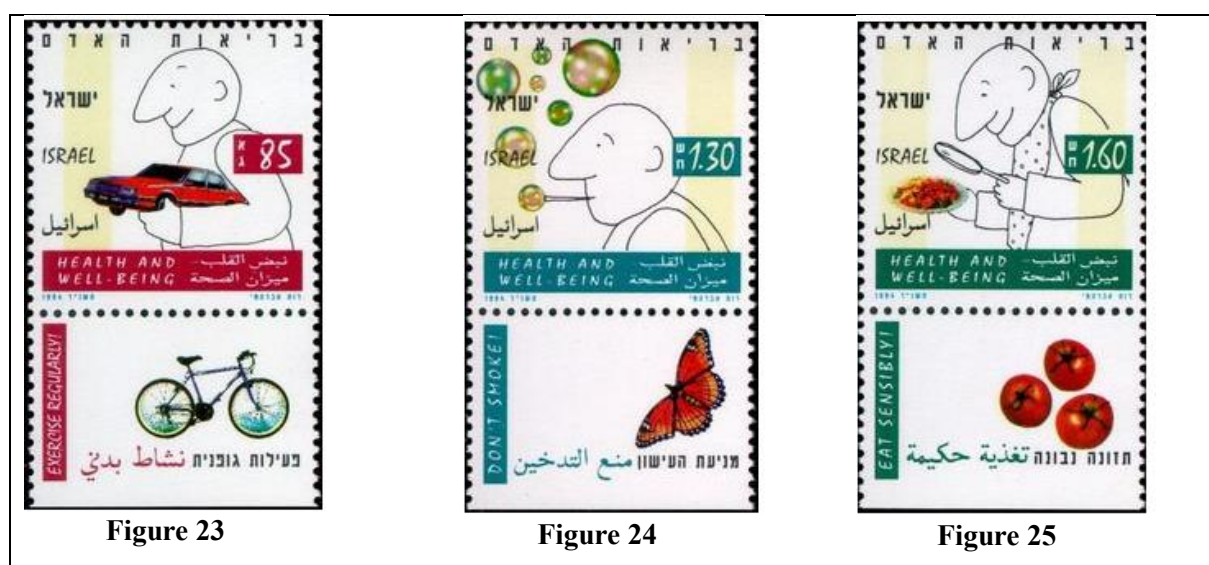
## Yoga, meditation, and well-being in philately: a visual analysis of cultural and symbolic themes

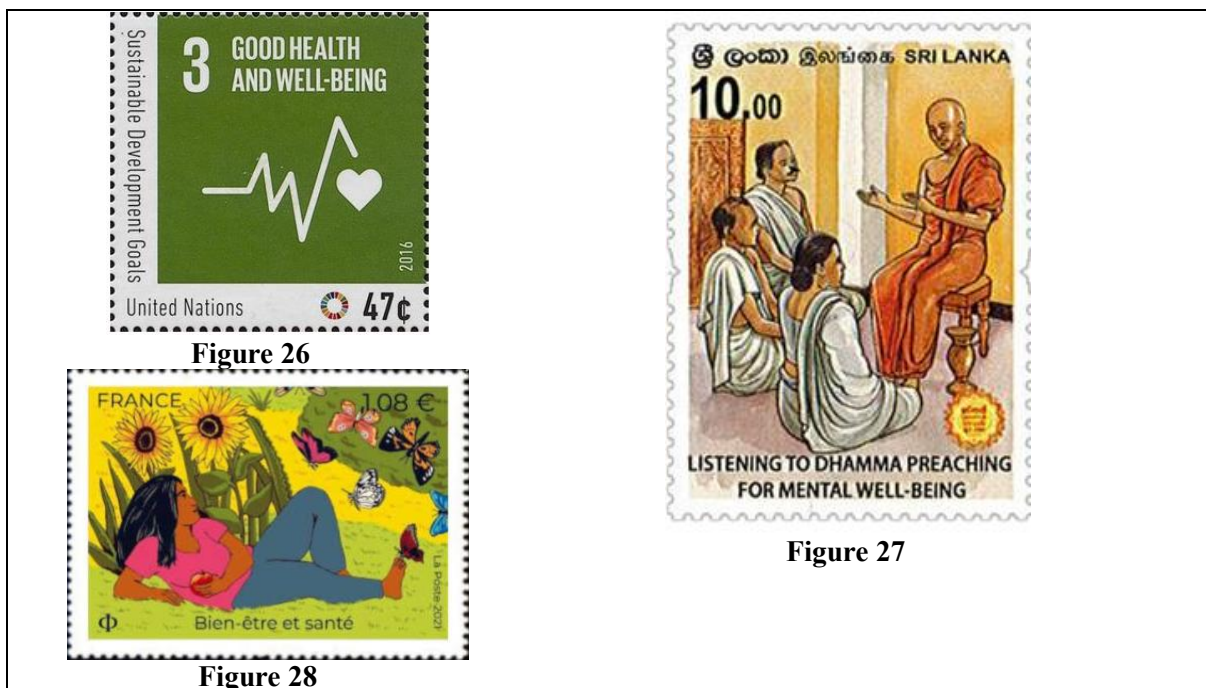
**Table 5.** Well-being Themes in Philately

Philatelic Materials – Well-Being (9 Stamps)					
Figure No	Country	Name	Release Date	Details	Catalog No
Figure 23	Israel	Health and Well-Being Exercise Regularly (2 Stamps)	08.02.1994	85 Old Israeli New Agorot	Mi IL 1291T
Figure 24	Israel	Health and Well-Being Don't Smoke (2 Stamps)	08.02.1994	1,30 Old Israeli New Agorot	Mi IL 1292T
Figure 25	Israel	Health and Well-Being Eat Sensibly (2 Stamps)	08.02.1994	1,60 Old Israeli New Agorot	Mi IL 1293T
Figure 26	New York, United States of America, United Nations Organization	Good Health and Well-Being -Sustainable Development Goals	21.06.2016	5 Indian Rupees (INR)	Mi NY 1567
Figure 27	Sri Lanka	Listening to Dhamma Preaching for Mental Well-Being	06.05.2020	10 Sri Lankan Rupees	Mi LK 2313
Figure 28	France	Well-Being and Health	20.09.2021	1,08 Euro	YT FR 5517

*YT: Yvert et Tellier, Mi: Michel*

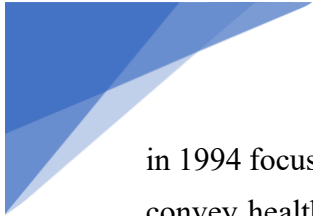
**Table 6.** Well-Being-Themed Stamps





In philately, the well-being theme has been explored through topics such as health, mind-body balance, and sustainable living. Philatelic materials from diverse regions, including Sri Lanka, France, Israel, and the United States (United Nations Postal Administration), illustrate the universal significance of well-being. For instance, the stamp issued by France in 2021 under the theme *Bien-être et santé* (Well-Being and Health) highlights the importance of a healthy lifestyle and being in harmony with nature. Valued at €1.08, the stamp's design features a figure relaxing in a serene natural environment. The depiction of sunflowers, butterflies, and green landscapes in vibrant colors symbolizes the positive impact of the natural environment on individual well-being (Figure 28). Similarly, in 2020, Sri Lanka issued a stamp under the theme *Listening to Dhamma Preaching for Mental Well-Being*. The stamp portrays a monk delivering a Dhamma (teaching) preaching to students, emphasizing the role of knowledge and awareness in achieving well-being. Valued at 10 Sri Lankan Rupees, this stamp visually represents the influence of meditation and mindfulness practices on well-being (Figure 27).

Establishing healthy individuals and societies is recognized as one of the fundamental goals of sustainable development on a global scale. Major health authorities place great importance on initiatives that promote individual and societal well-being. In this context, the stamp issued by the United Nations in 2016 under the theme *Good Health and Well-Being* refers to the Sustainable Development Goal (SDG) "Ensure healthy lives and promote well-being for all at all ages." The stamp's design features symbols of a heart and an electrocardiogram line, visually representing the connection between health and well-being. This philatelic work not only supports global health initiatives but also emphasizes the role of sustainable development in enhancing well-being (Figure 26). Aligned with this objective, Israel issued a three-stamp series



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in 1994 focusing on the theme of Health and Well-Being (Figures 23-25). These stamps, which convey health-related messages that support the well-being concept, were issued with values ranging from 85 Old Israeli New Agorot to 1.60 Old Israeli New Agorot. The stamp titled Exercise Regularly highlights the importance of regular physical activity in maintaining mental and physical health (Figure 23). The Don't Smoke stamp represents a preventive health approach, encouraging individuals to avoid harmful habits (Figure 24). Meanwhile, the Eat Sensibly stamp underscores the impact of conscious eating and a balanced diet on longevity and well-being (Figure 25). These philatelic materials aim to raise awareness of public health by delivering visual messages that promote healthy lifestyles.

### **CONCLUSION**

This study has demonstrated how philatelic materials reflect the cultural and symbolic representations of yoga, meditation, and well-being themes. Beyond merely documenting historical events and national identities, philately serves as a significant medium for visualizing societies' collective perceptions of health, mindfulness, and spiritual balance.

Among the identified 53 stamps, yoga-related themes were most prevalent, followed by meditation and well-being motifs. The issuance of yoga-themed stamps by various countries worldwide indicates that the physical, mental, and spiritual dimensions of yoga are universally recognized. Meditation-themed stamps, on the other hand, provide artistic and cultural expressions symbolizing individual awareness, mental tranquility, and spiritual growth, documenting the diverse applications of meditation across different traditions. Meanwhile, well-being-themed philatelic materials highlight the importance of healthy living, a balanced mind-body relationship, and sustainable well-being through both visual and textual elements, playing a role in raising public health awareness.

In this context, philatelic materials should not only be considered collectible objects but also as tools that support cultural transmission and strengthen historical and artistic narratives. With the advancement of digitalization, it is anticipated that philatelic works can be more effectively utilized in next-generation educational, awareness, and cultural heritage preservation initiatives. Future studies could extend this analysis to digital philately or explore audience perceptions of health-related imagery in postal materials. Philatelic initiatives could complement global health campaigns and SDG communication by integrating well-being imagery into public postal outreach. Integrating philatelic narratives into cultural heritage and health education programs may enhance public engagement with the themes of yoga, meditation, and well-being.

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### Declarations

#### *Ethical approval*

The research article titled "Yoga, Meditation, and Well-being in Philately: A Visual Analysis of Cultural and Symbolic Themes", utilizes stamp catalogs that are publicly accessible and used with proper citation. Therefore, there is no need for ethical committee approval.