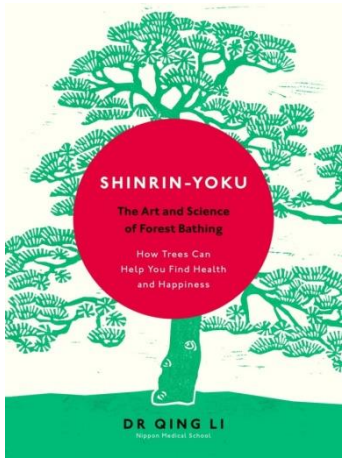


# The latest progress in the publish and translation of Shinrin-yoku and Forest Bathing

Dr. Qing Li (MD, PhD)

Nippon Medical School Hospital



**New Book**



# ***Shinrin-Yoku***

***The Art and Science of Forest Bathing –  
How Trees Can Help You Find Health and  
Happiness***

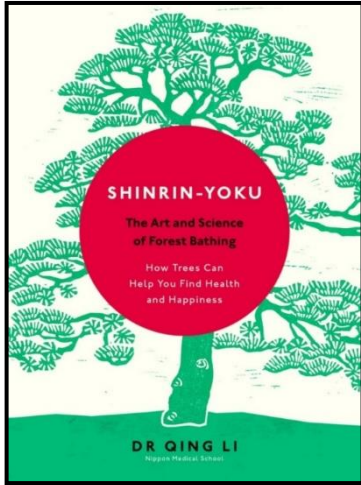
**Dr. Qing Li**

**Nippon Medical School, Tokyo, Japan**

**Published by Penguin Random House UK on  
April 5, 2018**

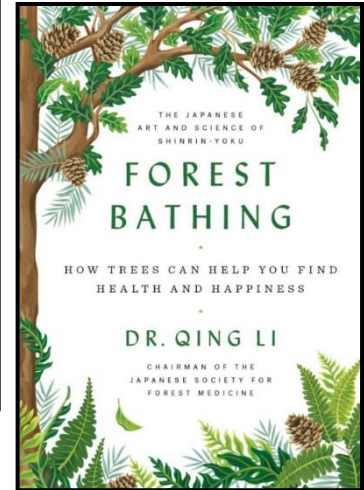
**Penguin Random House is the largest publisher  
in the world.**

# New books: **Shinrin-yoku/Forest Bathing**



Penguin Random House UK

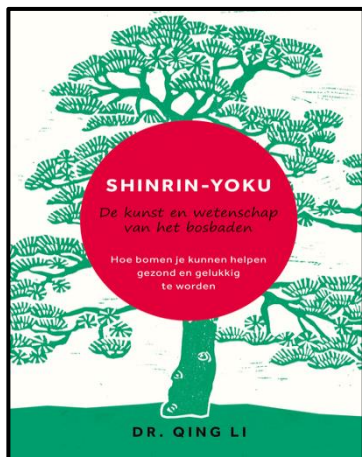
In 2018, Penguin Random House in the UK published my book: **Shinrin-Yoku**. The book also was published in the US under the title of **Forest Bathing** in 2018 by Viking Books.



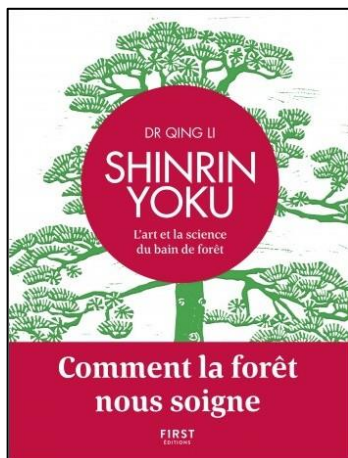
Penguin Random House  
USA

**The book has been translated into 26 languages**

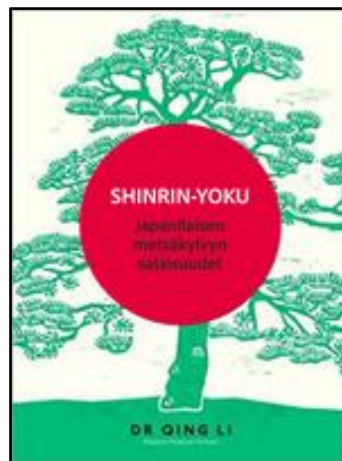
1.French, 2.Spanish, 3.Dutch, 4.German, 5.Italian, 6.Russian, 7.Portuguese, 8.Hungarian, 9.Czech, 10.Slovak, 11.Polish, 12.Bulgarian, 13.Finnish, 14.Chinese Complex, 15.Danish, 16.Swedish, 17.Estonian, 18. Vietnamese, 19.Romanian, 20.Simplified Chinese, 21.Korean, 22. Slovenian, 23.Lithuanian, 24.Turkish, 25.Japanese, 26.Thai



Dutch edition  
(March 6, 2018)



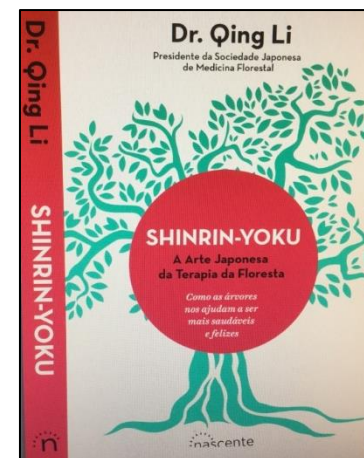
French edition  
(March 15, 2018)



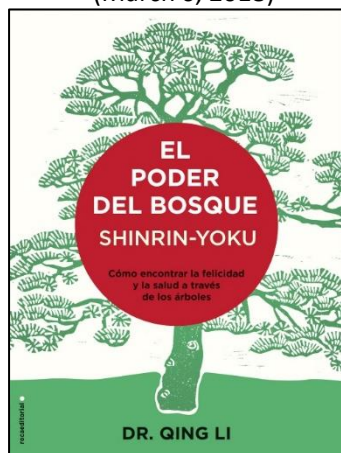
Finnish edition  
(April 10, 2018)



Hungarian  
(April 8, 2018)



Portuguese edition  
(April 10, 2018)



Spanish edition  
(April 26, 2018)



Italian edition  
(April 10, 2018)



Lithuanian edition

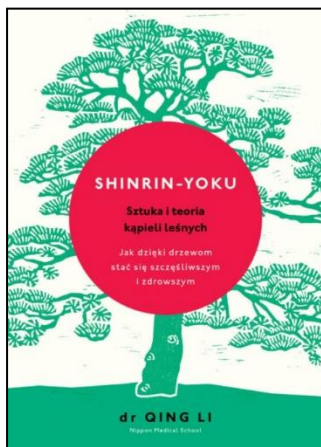


German  
edition

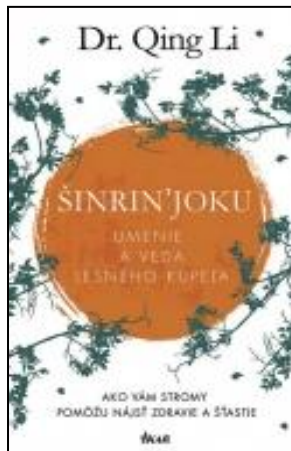


Romanian edition

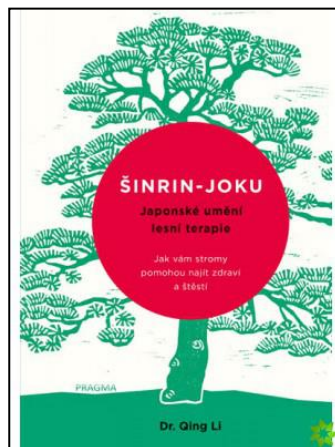




Polish edition  
(April 18, 2018)



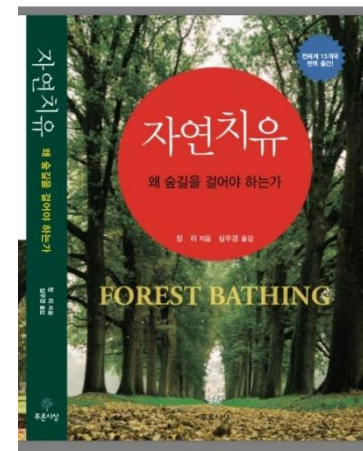
Slovak edition  
(May 1, 2018)



Czech edition  
(May 23, 2018)



Russian edition  
(October 10, 2018)



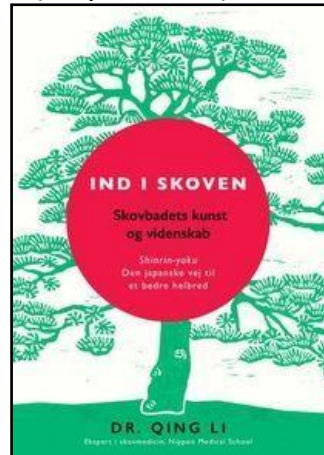
Korean edition  
(March 1, 2019)



Swedish edition  
(Sept 19, 2018)



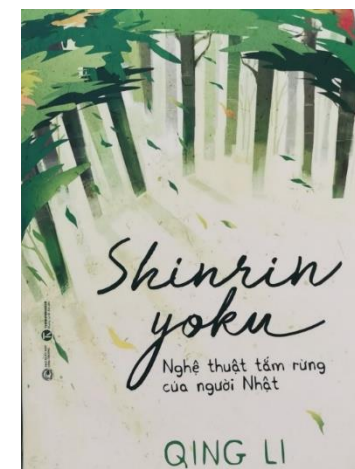
Traditional Chinese edition  
(June 26, 2019)



Danish edition (May 8, 2019)

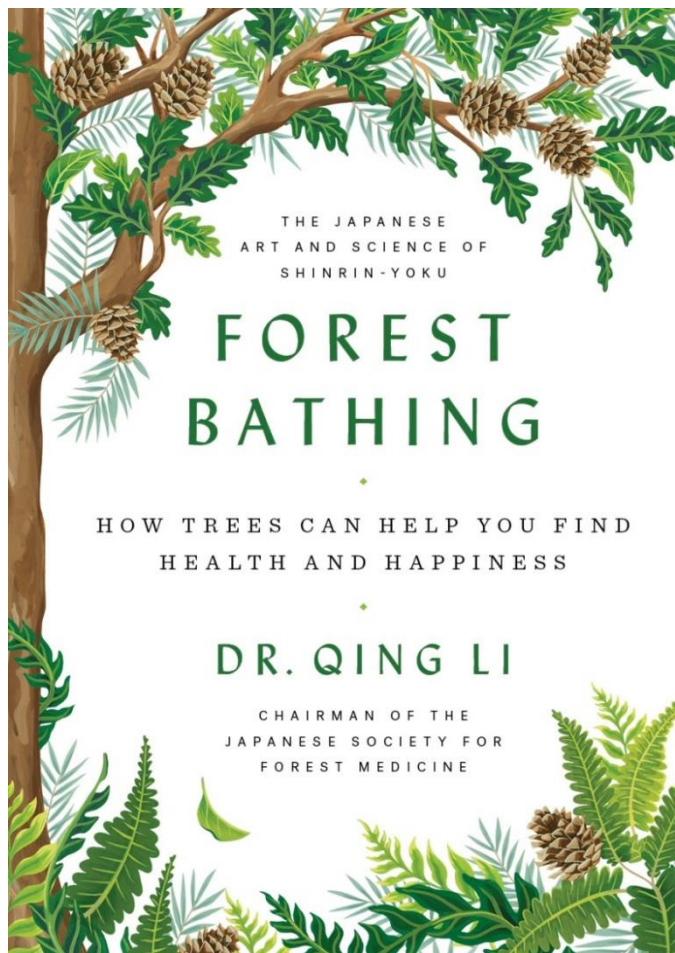


Slovenian edition



Vietnamese edition





**Penguin Random House USA**

**Forest bathing ranked in  
bestseller list in the US**

**It is the first time that scientific  
book ranked in the bestseller  
list in the US!!**



## Pacific Northwest Independent Bestseller List - April 29, 2018

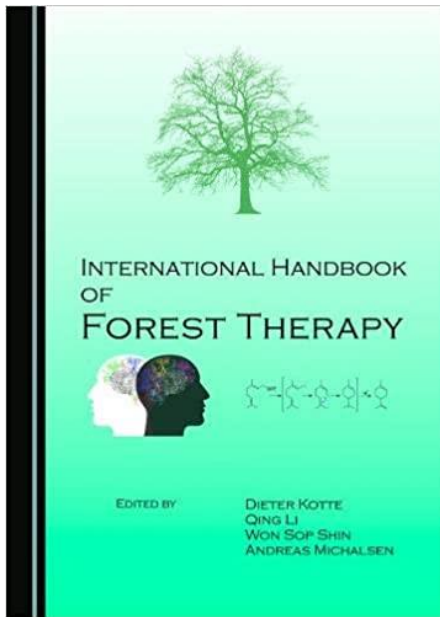


### Hardcover Non-Fiction

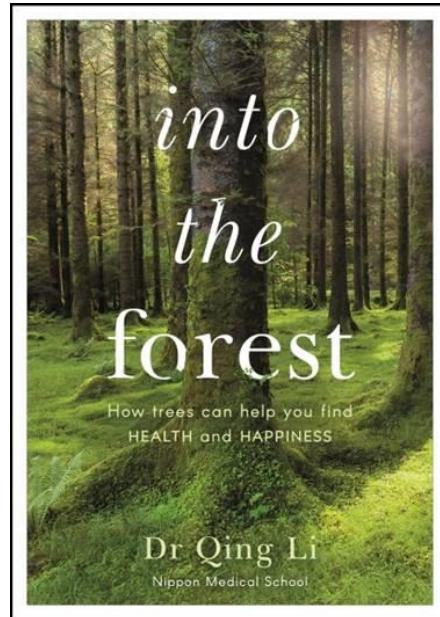
	<ol style="list-style-type: none"> <li>1. <b>A Higher Loyalty</b> James B. Comey, Flatiron, \$29.99, 9781250192455</li> </ol>
	<ol style="list-style-type: none"> <li>2. <b>Fascism: A Warning</b> Madeleine Albright, Harper, \$27.99, 9780062802187</li> </ol>
	<ol style="list-style-type: none"> <li>3. <b>Educated</b> Tara Westover, Random House, \$28, 9780399590504</li> </ol>
	<ol style="list-style-type: none"> <li>4. <b>I'll Be Gone in the Dark</b> Michelle McNamara, Harper, \$27.99, 9780062319784</li> </ol>
	<ol style="list-style-type: none"> <li>5. <b>The Secret to Giving A F*ck</b> Tara Westover, Random House, \$28, 9780399590504</li> </ol>
	<ol style="list-style-type: none"> <li>6. <b>Difficult Women</b> Karen Karbo, National Geographic Society, \$27, 9781455535910</li> </ol>
	<ol style="list-style-type: none"> <li>7. <b>Born a Crime</b> Trevor Noah, Spiegel &amp; Grau, \$28, 9780399588111</li> </ol>
	<ol style="list-style-type: none"> <li>8. <b>Born a Crime</b> Trevor Noah, Spiegel &amp; Grau, \$28, 9780399588111</li> </ol>
	<ol style="list-style-type: none"> <li>9. <b>Born a Crime</b> Trevor Noah, Spiegel &amp; Grau, \$28, 9780399588111</li> </ol>
	<ol style="list-style-type: none"> <li>10. <b>BirdNote: Chirps, Quirks, and Stories of 100 Birds</b> from the Popular Public Radio Show BirdNote, Emily Poole (Illus.), Sasquatch Books, \$22.95, 9781632171696</li> </ol>
	<ol style="list-style-type: none"> <li>11. <b>Forest Bathing: How Trees Can Help You Find Health and Happiness</b> Qing Li, Viking, \$20, 9780525559856</li> </ol>
	<ol style="list-style-type: none"> <li>12. <b>12 Rules for Life</b> Jordan B. Peterson, Random House, \$25.95, 9780345816023</li> </ol>
	<ol style="list-style-type: none"> <li>13. <b>The Gentle Art of Swedish Death Cleaning</b> Margareta Magnusson, Scribner, \$18.99, 9781501173240</li> </ol>
	<ol style="list-style-type: none"> <li>14. <b>So You Want to Talk about Race</b> Ijeoma Oluo, Seal Press, \$27, 9781580056779</li> </ol>
	<ol style="list-style-type: none"> <li>15. <b>Braving the Wilderness</b> Brene Brown, Random House, \$28, 9780812995848</li> </ol>

Titles marked with an asterisk (\*) are Northwest bestsellers that are not on the national IndieBound bestseller list.

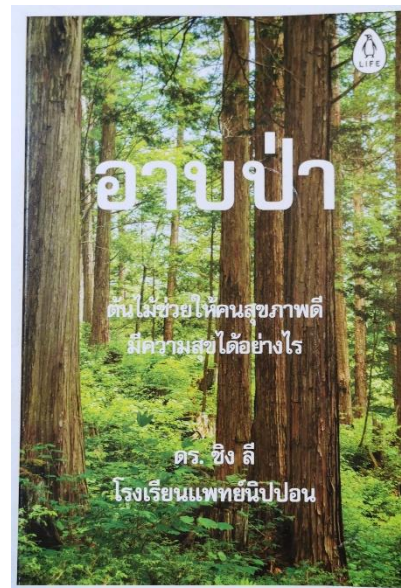




English edition (2019)



New English edition (2019)



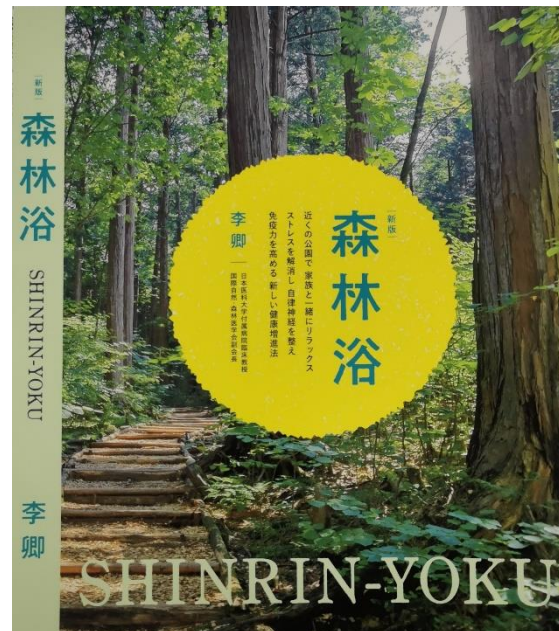
Thai edition (2022)



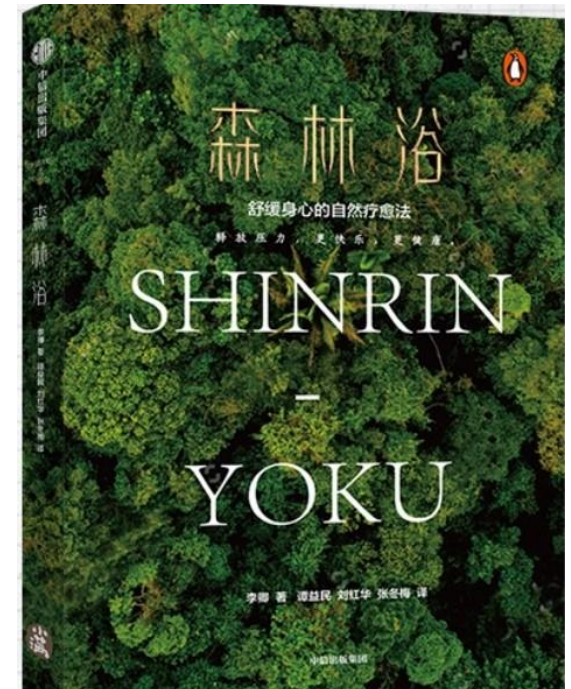
Chinese edition (2019)



Japanese edition (2020)



New Japanese edition (2022)

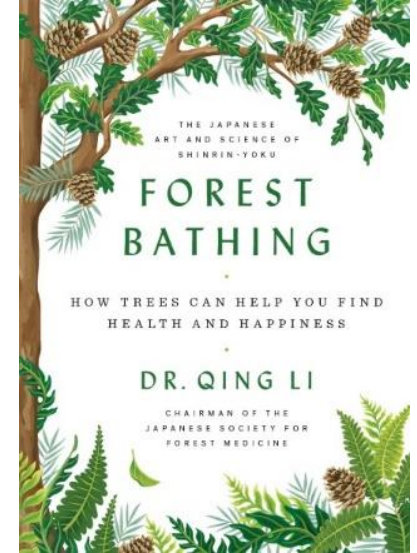
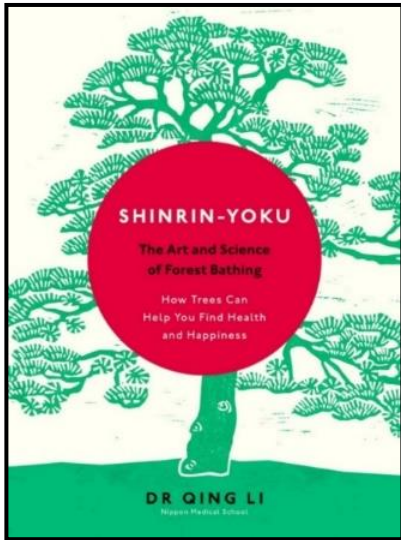


Chinese edition (2021)



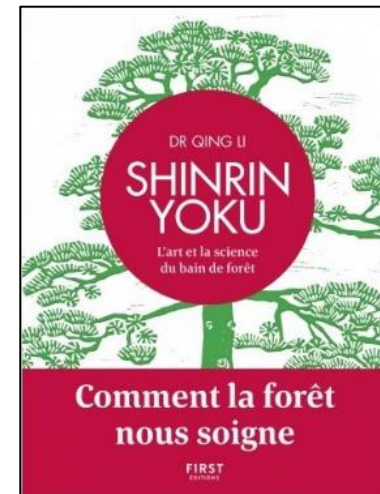
# BBC world news (April 25, 2018)

<http://www.bbc.com/news/av/health-43867400/forest-bathing-how-a-walk-in-the-woods-could-do-you-good>



# French radio (April 16, 2018)

[https://www.francetvinfo.fr/replay-radio/mise-a-jour/dr-qing-li-plus-il-y-a-darbres-et-plus-ils-sont-grands-plus-vous-aurez-deffets\\_2685216.html](https://www.francetvinfo.fr/replay-radio/mise-a-jour/dr-qing-li-plus-il-y-a-darbres-et-plus-ils-sont-grands-plus-vous-aurez-deffets_2685216.html)



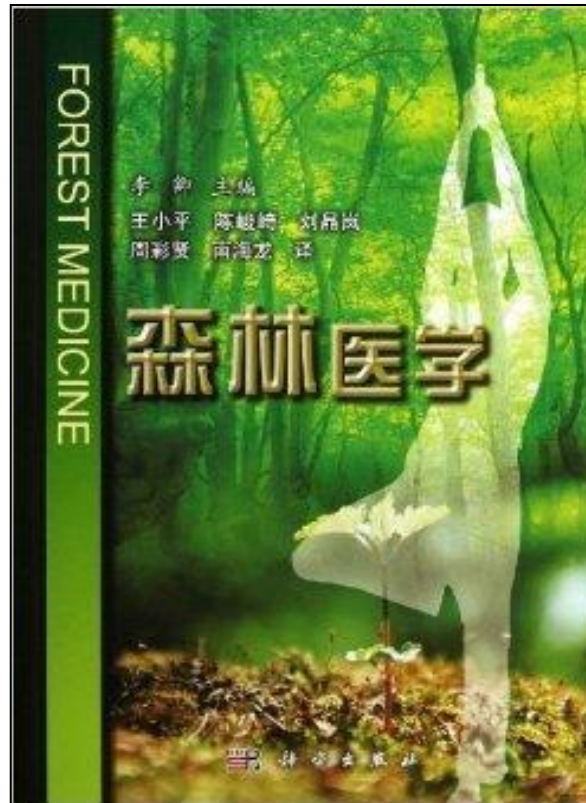
**French edition  
(March 15, 2018)**



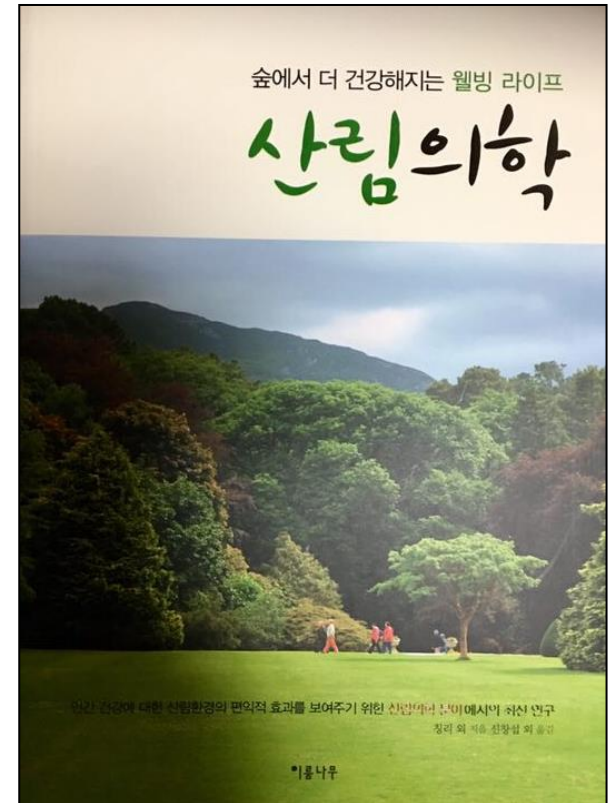
# Forest Medicine (Editor: Dr. Qing Li)



English edition(2012 in USA)



Chinese translation edition (2013)



Korean translation edition(2017)

# BBC Radio in 2012

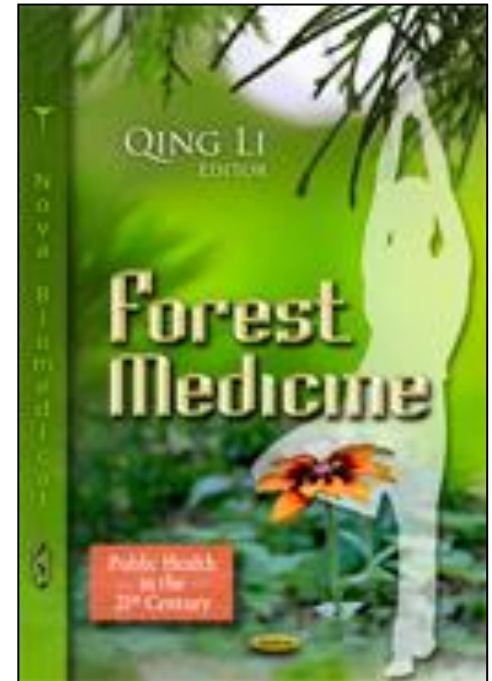
<http://www.bbc.co.uk/programmes/b01p7fgv>



**Date: December 8, 2012, 10:30 AM~**

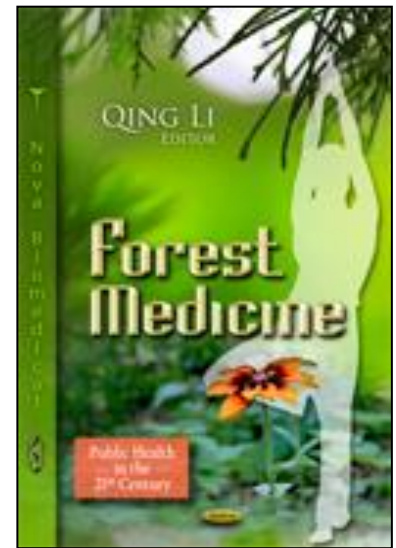
**Title: ‘The Secret Power of Trees’**

**Dr. Qing Li, the Vice-President and the Secretary-General of INFOM received an interview by BBC Radio on Forest Medicine**





# Harvard Organized an international symposium on Forest Medicine in 2013



## 'Urban Forest Bathing' Exploratory Seminar

### Effect of a forest bathing on human health

Qing Li, MD, PhD, Associate Professor  
Nippon Medical School, Tokyo, Japan

President of the Japanese Society of Forest Medicine  
Vice-President and Secretary-General of International Society of Forest Medicine

**Research interests:** Forest Medicine, Environmental Immunology  
Since 2004 I have started my research on the effect of forest on human health.  
In 2007, I first used the term of Forest Bathing in my book 'Forest Medicine' with  
Li Q, et al.

**Forest bathing enhances human natural killer activity and suppresses cancer proteins.** Int J Immunopathol Pharmacol. 2008;22(1):1-10.  
**What is a forest bathing (Shinrin-yoku)?**

A forest bathing is a short leisurely trip visiting a forest for health and relaxation.  
Japanese, which is similar to a natural aromatherapy.  
The purpose of the forest bathing is relaxation and health improvement.  
The forest bathing is a short leisurely trip visiting a forest for health and relaxation.  
The purpose of the forest bathing is relaxation and health improvement.  
The forest bathing is a short leisurely trip visiting a forest for health and relaxation.  
The purpose of the forest bathing is relaxation and health improvement.



# The study was reported by an Italian Newspaper in 2020

.. 10

SABATO — 14 NOVEMBRE 2020 — L'ESPRESSO

Q&A

Prato

La ricerca pratese

## La natura aiuta a battere l'ansia Ricerca e video contro lo stress

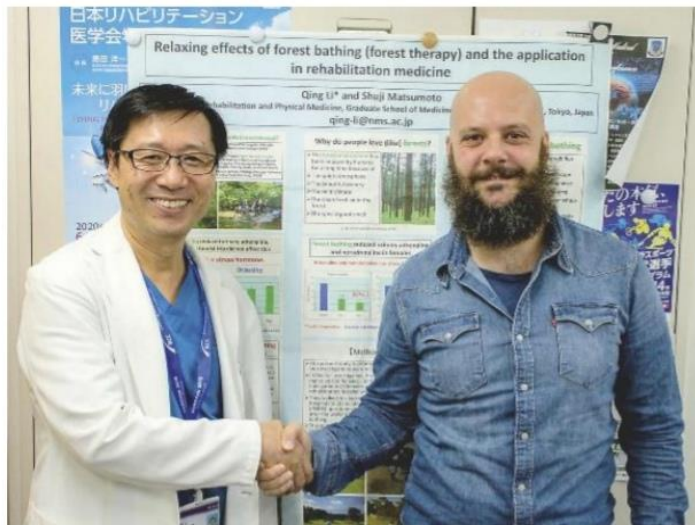
Lo psicologo Francesco Becheri ha condotto uno studio che ora, con la zona rossa, può tornare utile a tanti  
«Guardare le immagini con suoni delle foreste cinque giorni di fila, per cinque minuti, fa bene all'anima»

PRATO

**Cortecce, foglie, alberi e suoni della natura** per battere lo stress da lockdown. Le foreste dell'Acquerino e della Calvana sono le protagoniste assolute dello studio che Francesco Becheri, psicologo pratese che si occupa di salute in natura, ha condotto insieme al Cnr e all'Università di Tokyo lo scorso marzo. Il risultato della ricerca è contenuto in un video che ha il potere di abbassare i livelli di ansia, come accaduto nei 100 volontari che hanno partecipato alla sperimentazione. Un video che ora, con la Toscana in zona rossa, può tornare utile a tanti. «Durante il lockdown della scorsa primavera ci siamo chiesti come poter contribuire a promuovere la salute attraverso il rapporto con la natura, non potendo uscire dalla propria abitazione e di fatto senza la possibilità di immergersi in un ambiente forestale vero e proprio – spiega Becheri – Da qui è nata l'idea di creare un kit facilmente utilizzabile da chiunque stando a casa propria. Lo abbiamo chiamato 'Pillola di salute per l'emergenza', una sorta di prescrizione verde per far sì che gli effetti terapeutici del contatto con la na-

IL LOCKDOWN E L'IDEA

**«Volevamo garantire un rapporto con l'ambiente anche restando a casa»  
I risultati pubblicati su una rivista**



Il professor Qing Li, immunologo Nippon Medical School, e lo psicologo Francesco Riccardo Becheri

tura arrivino a domicilio, direttamente dalle foreste». Il video è stato realizzato insieme a David Becheri, un video maker professionista che ha scelto di riprendere i boschi della Riserva naturale dell'Acquerino e di Valibona sui monti della Calvana. **Nel video**, pubblicato il 21 marzo in concomitanza della giornata internazionale delle foreste, nell'ambito del festival dell'economia circolare di Prato (Recò), non ci sono parole o persone,

ma unicamente immagini per lo più a camera fissa, e suoni della foresta: insieme al Cnr (Istituto per la Bioeconomia di Firenze e l'Istituto di Fisiologia Clinica di Pisa), a Neurofarba (Dipartimento di Neuroscienze, Psicologia Università di Firenze) e al dottor Qing Li, padre della medicina forestale impegnato alla Nippon Medical School di Tokyo, è stato dimostrato, attraverso una ricerca scientifica, come gli effetti sulla riduzione dell'ansia nelle

persone confinate fossero significativi: «Abbiamo formato due gruppi ai quali abbiamo fatto vedere ogni giorno, per 5 giorni, un video di 5 minuti – spiega Becheri – Per il gruppo sperimentale il video riproduceva immagini e suoni di foreste, per l'altro le immagini e i suoni erano di un ambiente urbano. Per entrambe abbiamo misurato prima e dopo i livelli di attivazione ansiosa. Il gruppo della foresta, a differenza di quello urbano, dopo la vi-

sione ha mostrato riduzioni significative dell'ansia».

**La ricerca dello psicologo pratese** è stata di recente pubblicata su International Journal of Environmental Research and Public Health, un'importante rivista scientifica internazionale. La prescrizione per battere lo stress da zona rossa è semplice: guardare il video (su YouTube) per cinque minuti al giorno per cinque giorni consecutivi.

Silvia Bini

IN PILLOLE

### Gruppo di lavoro di alto profilo

Cento volontari sono stati coinvolti nella fase di sperimentazione

#### 1 Team

Lo psicologo pratese ha lavorato insieme al Cnr (Istituto per la Bioeconomia di Firenze e l'Istituto di Fisiologia Clinica di Pisa), a Neurofarba (Dipartimento di Neuroscienze, Psicologia Università di Firenze) e al dottor Qing Li, padre della medicina forestale impegnato alla Nippon Medical School di Tokyo.

#### 2 Doppio binario

Sono stati formati due gruppi che hanno visto ogni giorno, per 5 giorni, un video di 5 minuti. Per il gruppo sperimentale il video riproduceva immagini e suoni di foreste, per l'altro le immagini e i suoni erano di un ambiente urbano.

#### 3 Conclusione

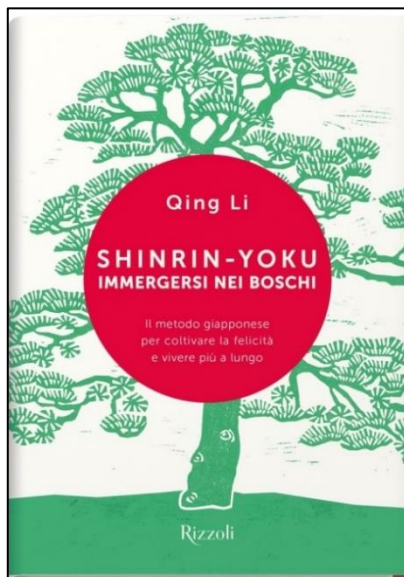
Il gruppo che ha visto immagini della natura ha ridotto i livelli di stress.



The study also was reported by Italian TV on February, 17, 2021



Italian edition  
(April 10, 2018)





NBC TV interview  
2021-07-28  
Tokyo, Japan





NBC TV interview  
2021-07-28  
Tokyo, Japan





NBC TV interview  
2021-07-28  
Tokyo, Japan

2021-07-31 on air



Forest bathing is shinrin-yoku.





NBC TV interview  
2021-07-28  
Tokyo, Japan

2021-07-31 on air

