

## PHILOSOPHY

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### **Healthy lifestyle in the context of a socially oriented brand**

It is considered such a phenomenon in modern culture as socio-oriented brands in the context of health and a healthy lifestyle. It is drawn a line between the concepts of health as a fundamental value of a person and a healthy lifestyle as a socially oriented brand. Special attention is paid to food culture and food in particular. Food refers to the primary need. References to products are found in different epics, which emphasizes their importance and value since ancient times. In addition, it is pointed to a large number of articles showing the importance of nutrition and the variety of its disorders: features of nutrition of children and adults, the relationship between nutrition and various diseases, and much more. There is an opinion that proper nutrition is the cheapest and most rational way to promote health. The importance of food lies in the fact that its absorption cause various emotions that, in turn, can activate various systems in the human body, and also can cause a certain state, which, in turn, affects not only the health but the lives of economically, socially and reproductively active populations, and in the other separate age groups increases the growth of tension. It is presented the results of a sociological study on proper nutrition within the framework of a healthy lifestyle. Thus the study showed that there is a fairly serious link between nutrition and compliance with its regime before and after the pandemic. In addition, psychological comfort/discomfort, which occurs as a result of the self-isolation regime also becomes important for social functioning. Like any manifestation, the pandemic period brought its pros and cons, which will be relevant in the nearest future. The authors come to the conclusion that the commitment of modern youth to a healthy lifestyle is of absolute importance and even possible to achieve under the condition of isolation motivation. However, there are also negative aspects, for example, putting a healthy lifestyle as a socio-oriented brand at the forefront is impossible to achieve a positive effect. In addition, the changes in the emotional background recorded at the two stages of the study show how important this study is for further social functioning, since today, there is a sufficient number of literary sources that allow us to talk about the prospect of increasing appeals to psychologists, psychotherapists and psychiatrists not only within the framework of everyday life, but also within the new "isolation" time.

Key words: pandemic, social-oriented brand, healthy lifestyle, food, food culture, self-isolation.

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