Abstract
The practice of yoga in Bogotá has a particular vision of the body that promotes a form of co-implicit, holistic and totalizing existence, inserted into the constant logic of a spiritual experience materialized in the individual body. This vision is directly related to a reciprocal concept of health and disease, which establishes its limits beyond the atomized and institutionalized corporal vision of Western biomedical medicine. Eastern spirituality promotes "new forms" of experiencing health and sickness, which find a commercial resonance with complimentary health service providers that grow more influential within a local context; additionally, they have also found fertile ground in the urban imaginary of Bogotá, appearing on scene with a certain body-psychic-spiritual ideal related to something beyond just well-being; an image promoted by the publishing industry and market logic in the different mass communication media.

Keywords
Yoga, spirituality, body, urban subjectivities.