

Below is an overview of standard health categories, segments and sub-segments that are available and may be used by Amobee's clients to deliver targeted advertising using Amobee's advertising technology.

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## Family and Parenting

- Baby Bath & Skin Care
- Baby Care
- Baby Care Accessories
- Baby Care Bathing, Grooming & Skincare
- Baby Care Feeding
- Baby Care Feeding Accessories
- Baby Care Food and Beverage
- Baby Care Formula
- Baby Health
- Baby Health & Safety
- Baby Oils/Lotions
- Baby Products
- Birth Control
- Child Care
- Children's Health
- Children's Flu
- Children's Health/Healthcare
- Contraceptives
- Expectant Mothers
- Expectant Parents
- Family Care
- Kid & Baby
- Kids Health
- Health Conscious Mothers
- Infant Care
- Infant Food & Formula
- Mother & Baby Health
- Mother Care
- New Moms
- New Parents
- Pacifiers & Teethers
- Pediatrics
- Pregnancy
- Purchasing Newborn OTC Products
- Safety & Child Proofing
- Safety Monitors
- Well Baby/Prenatal Program

## Health & Fitness

- Aging & Geriatrics
- Allergies
  - Drug Allergies
  - Food Allergies
  - Grass Allergy
  - Allergic Reactions
- Allergy/Hayfever
  - Relief/Remedies
  - Sufferers
- Allergy Resistant Products
- Allergy Suffers
- Athletic/Healthy Eaters
- Back Pain
- Back Pain Medications
- Beauty & Personal Hygiene
  - Anti-aging Treatments
  - Antiperspirants & Deodorants
  - Bath Care
  - Bath Care Oils, Salts & Sponges
  - Bath Care Soap
  - Body Care Accessories
  - Body Wash
  - Feminine Care
  - Skin Care Brands
- Beauty & Wellness
- Beauty Magazines
- Bodybuilding
- Contact Lens (Disposable)
- Contact Lens Care
- Cosmetic Procedures
- Cosmetic Services
- Cosmetic Surgery
- Cosmetology & Beauty Professionals
- Diet & Fitness
- Diet & Health Books
- Diet & Nutrition
- Dietary Supplements & Nutrition
- Dieting/Dieters
- Dieting & Weight Loss

- Digestive Health
- Ear Care
- Exercise
- Exercise Accessories
- Exercise Bikes
- Exercise & Fitness Equipment
- Exercise & Fitness Programs
- Exercise & Health
- Exercise Equipment
- Exercise Frequency
  - Daily
  - Every Few Months
  - Once A Week
  - Several Times a Month
  - Several Times a Week
- Exercise Goal
  - Body Building
  - Health
  - Muscles
  - Relaxation
  - Stress Relief
  - Weight Loss
- Exercise Type
  - Assault Course
  - Athletics
  - Basketball
  - Cycling
  - Dancing
  - Dog Walking
  - Extreme Activities
  - Football
  - Gym
  - Jogging
  - Marathon
  - Mountain Biking
  - Rock Climbing
  - Surfing
  - Swimming
  - Tennis
  - Walking
  - Weights
  - Yoga
- Exercise Videos
- Eye Care/Vision Care
- Eye Care Products
- Eye Health
- Eye Health Centers
- Eyeglasses
- Eyeglass Accessories
- Face & Body Care
  - Acne Treatments
  - After Shave
  - Body Cleansers
  - Body Treatments
  - Cosmetics
  - Exfoliants
  - Face Blush
  - Face Bronzers & Highlighters
  - Foot Care
  - Foot & Hands
  - Foot & Nail Tools
  - Fragrances
  - Hair Removal
  - Hygiene & Toiletries
  - Makeup
    - Eyebrows
    - Eyeliners
    - Eyeshadows
    - Eye Mascara
    - Eye Treatments
    - Face Powder
    - False Eyelashes
    - Foundation
    - Lip-liner
    - Lip Treatments
    - Lipstick
    - Luxury Beauty Products
    - Luxury Fragrances
  - Makeup Brushes & Applicators
  - Makeup Remover
  - Masks
  - Men's After Shave/Cologne
  - Men's Skin Care
  - Mirrors
  - Moisturizers & Lotions
  - Nail Care
  - Perfumes & Colognes
  - Premium Skin Care
  - Soap (Cream/Gel/Liquid)
  - Skin & Nail Care
  - Skin Care

- Skin Care Cleansers
  - Sunscreen/Sun Care
  - Women's Skin Care
- Female Grooming
- Feminine Care Products
- Feminine Hygiene
- Fit
- Fit Moms
- Fitness
- Fitness Accessories Deals
- Fitness Buffs
- Fitness Buyers
- Fitness Classes
- Fitness Equipment
- Fitness Fanatics
- Fitness Pants
- Fitness Shorts
- Good Physical Health
- Green Buyers
- Green Consumers
- Green Moms
- Grocery Stores
  - Heavy Shoppers
  - Organic & Natural Stores
- Gym
  - Gym Brands
  - Gym Member
  - Monthly Spend
  - Non-Gym Member
  - Possible Gym Membership
- Gym, Workout & Yoga
- Haircare
  - Hair Care Brands
  - Hair & Scalp Treatments
  - Hair Color/Coloring
  - Hair Tools & Accessories
  - Men's Haircare
  - Women's Haircare
  - Wigs & Hair Extensions
- Haircare & Products
  - Conditioner
- Hair Loss
- Health
- Health & Beauty
  - Fitness
  - Yoga
- Health & Beauty Gift Sets
- Health & Diet Food Products
- Healthy & Fit
- Health & Fitness Apps (use on phone)
- Health & Fitness Buffs
- Health & Safety
- Health & Vegan
- Health & Wellbeing
- Health & Wellness Buffs
- Health & Wellness Buyers
- Health Care
  - Self-Researcher
- Health Clubs
- Health Conscious
- Health Conscious Mothers
- Health Conscious Seniors
- Health Drinks
- Health Electronics
- Health Influencer
- Health Pro
- Health Products & Drugstore Coupons
- Health Sciences
- Health Services
- Health Shoppers
- Health Supplements
  - Capsules/Tablets
  - Private Label
- Health Treatment
- Health Video Engagers
- Healthy Aging
- Healthy Eating/Health Foods
  - Diet Foods
  - Food Allergies
  - Foodies
  - Fresh & Healthy
  - Fresh Produce
  - Health Bars
  - Healthy Eating Fashionistas
  - Healthy Food
  - Health Food Fanatics
  - Low Fat Cooking
  - Low Fat Foods
  - Natural & Organics
  - Nutrition

- Nutrition Ingredient Tracker
- Healthy Home
- Healthy Living
- Healthy Mind
- Healthy Mood
- Herbal Remedies
- Herbs for Health
- Hygiene & Personal Care
- Jogging
- Massage & Spa
  - Massage Frequency
  - Massage Oils
  - Massage Therapy
  - Massage Type
  - Massagers & Accessories
- Massage Services
- Men's Grooming
- Men's Health
- Mental Health
- Natural & Organics Buyers
- Natural Foods
- Natural Wellness
- Natural Wellness Buyers
- Nutrition
- Optical
- Overweight
- Oral & Dental Care
- Oral Care
  - Dental Floss
  - Kid's Oral Care
  - Mouthwash/Rinse
  - Senior Oral Care
  - Teeth Whitening
  - Toothbrushes
  - Toothpaste
- Oral Health
- Oral Hygiene
- Personal Care & Services
- Relaxation
- Safety & Health
- Sauna
- Senior Care
- Senior Health
- Shaving & Hair Removal
  - Blade Brands
  - Cream/Gel Brands
  - Disposable Razors
  - Electric/Battery Shavers
  - Electric Shaver Accessories
  - Electric Shavers & Trimmers
  - Hair Removal
    - Bleach
    - Cream
    - Depilatories
    - Wax/Waxing
  - Men's Shaving & Hair Removal
  - Shaving Care & Hair Removal
  - Women's Shaving & Hair Removal
- Sleep & Snoring
- Sleep Aids
- Sleep Disorders
- Smoking
  - Non-Smoker
  - Smoker
- Smoking Cessation
- Spa & Beauty Services
- Spa Enthusiasts
- Spa Mavens
- Spa Treatments
  - Monthly
  - Weekly
  - Yearly
- Sports Drinks
- Staying Healthy
- Stress Management
- Stress Relief
- Tired & Stressed Out
- Vitamin Buyers
- Vitamins, Minerals & Nutritional Supplements
  - Brands/Products
  - Private Label
  - Vitamin Buyers (Heavy)
- Weight Conscious
- Weight Loss/Management
  - Adult Nutrition & Weight Control
  - Diet & Weight Loss
  - Men's Nutrition & Weight Control
  - Men's Weight Loss
  - Weight Loss Supplements

- Women's Nutrition & Weight Control
- Women's Weight Loss
- Weight Loss & Supplements
- Weight Loss Programs
- Weight Machines
- Weight Training
- Women's Health
- Yoga & Pilates
- Yoga & Pilates Equipment
- Yoga Bottoms
- Yoga Enthusiasts

### Personal & Medical Care

- Abdominal Pain
- Acid Indigestion Medications
- Acid Reflux
- Acid Reflux Treatment
- Adult Incontinence
- Adult Daycare
- Allergies
- Ankylosing Spondylitis
- Alternative & Natural Medicine
- Alternative Medicine
- Angina
- Anti-fungal Medication
- Anti-inflammatory drug
- Arthritis
- Asthma
- Asthma Treatment
- Astigmatism
- Bedwetting
- Blood Sugar Management
- Blood Thinners
- Brand Name Medications
- Breathing Problems
- Bronchitis
- Caregivers
- Cataracts
- Catastrophic Medical/Hospitalization Only Plan
- Chronic Constipation
- Chronic Constipation Treatment
- Chronic Iron Overload
- Chronic Pain
- Cold & Flu
- Cold Sores
- Common Cold
- Conditions & Diseases
- Conjunctivitis
- Constipation
- Conventional Medicine/Medications
- Cough & Cold Relief/Remedies
  - Cough Syrups
  - Throat Lozenges & Sprays
- Dandruff
- Dental
- Dental Assistant
- Dental Care
- Dental Hygienist
- Deep Vein Thrombosis (DVT)
- Diabetes
- Diabetes Treatment
- Dialysis
- Diarrhea
- Doctor/Physician
- Doctor Reproductive Medicine
- Drowsiness
- Drugs, Proprietaries and Sundries
- Drugstore
  - Chains
  - Non-Chains
- Drugstores & Proprietary Stores
- Drugstore Shoppers
  - All drugstores
    - All Buyers
    - Heavy Buyers
    - Light Buyers
    - Medium Buyers
- Dry Eyes
- Dry Mouth
- Eczema
- Eldercare
- EpiPen
- Eye Diseases
- First Aid
- First Aid Products
- First Aid & Emergency Supplies
- Flu
- Flu Vaccine

- Fungal Infection
- Gastrointestinal
- General Medical & Surgical Hospitals
- Generic Medications
- Geriatric Supplies
- Glaucoma
- Glucose levels
- Gout
- Gout Treatment
- Gum Disease
- Health & Allied Services
- Health & Institution Contributor
- Health Aids
- Health Care Agency
- Health Foundations & Medical Research
- Health Insurance
  - Affected by Reform
  - Bundled with One Provider
  - First Time Purchased
  - FSA Account Holder
  - Health Insurance (Channel Purchased)
    - Fraternal or Other Membership Group
    - Union
    - Agent or Broker Representing Many Companies
    - Agent Representing One Company
    - Medicaid
    - Medicare
    - Other Government Source
    - Direct Mail or Phone Contact
    - Through Internet
  - Health Insurance Owner
    - First time purchaser
    - Self-Pay Health Insurance
      - Above Average Spenders
      - Top Spenders
    - Renewal Timeframe
  - Health Insurance Provider/Brand
  - Hearing Loss
- Heart Disease
- Heart Health
- HMO Participant
  - Employer Sponsored
  - Individual Purchase
- HSA Account Holder
- Likely to Have Alone
- Likely to Have with Other Household Members
- Likely to Have Dental Insurance
- Likely to Recommend Provider
- Medical Emergency
- Non-Traditional
- POP (Point of Service) Plan
- PPO Participant
  - Employer Sponsored
  - Individual Purchased
- Prescription Plan
  - Employer Sponsored
  - Individual Purchase
- Uninsured
  - Highly Likely
  - Likely
- Vision Coverage
- Health Insurance Researchers
- Health Magazines
- Health Practitioner Offices
- Health Savings Account
- Health Services
- Healthcare Researchers
- Heartburn Remedies
- Hemorrhoids
- Hidradenitis Suppurativa
- High Cholesterol
- Hives
- Holistic Health/Healing
- Holistic Therapies
- Home Health Care Services
- Home Medical Care Accessories
- Homeopathy
- Hospital & Medical Service Plans
- Hospital Website Visitors
- Hospitalization & Medical
- Hypertension
- Inflammatory arthritis
- Incontinence

- Inhalers
- Insomnia
- Insomnia Treatment
- Insurance Medical Examinations
- Irritable Bowel Syndrome
- Joint Pain Medications
- Knee Pain
- Knee Replacement
- Lactose Intolerance
- Laxatives/Stimulants
- Life Assurance
  - Policyholder
  - Financial Services Influencer
  - Mortgage holder
- Life Insurance
  - MetLife
  - Prudential
- LOHAS
- Long Term Care
- Long Term Care Insurance
  - Highly Likely to purchase
  - Likely to Have
  - Likely to purchase
  - Long Term Care Account Holder
- Medical
- Medical Aids
- Medical Assistant
- Medical Books
- Medical Centers
- Medical/Hospital Devices & Equipment
  - Blood Pressure Monitors
  - Body Fat Monitors
  - Digital Thermometers
  - Heart Rate Monitors
  - Home Test Kits
  - Medical Alert Systems
  - Mobility Aids
  - Optical Equipment
  - Pedometers
  - Scales
  - Supports & Braces
  - Surgical & Medical Instruments
- Medical Doctors Offices
- Medical Facilities & Services
  - Doctors' Offices
  - Free Health Clinic
- Hospitals and Treatment Centers
- Physical Therapy
- Urgent Care Center
- Medical/Health Readers
- Medical Laboratories
- Medical Literature & Resources
- Medical Professional
- Medical Secretary
- Medical Specialties
  - Allergy / Immunology
  - Anesthesiology
  - Bariatrics
  - Cardiology
  - Chiropractor
  - Critical Care
  - Dentistry
  - Dermatology
  - Dietitian
  - Doctors
  - Endocrinology
  - Family Practice
  - Gastroenterology
  - General Practice
  - Geriatrics
  - Gynecology/Obstetrics
  - Health Professional
  - Hematology
  - Hepatology
  - Hospice Care
  - Infectious Disease
  - Internal Medicine
  - Medical Assistants
  - Medical Technicians
  - Neurology
  - Nephrology
  - Nurses
  - Oncology
  - Ophthalmology
  - Optometry & Ophthalmology
  - Orthopedic
  - Otolaryngology
  - Paramedics
  - Pathology
  - Pediatric
  - Plastic and Reconstructive Surgery
  - Pharmacist

- Physical Therapists
- Podiatry
- Preventative Medicine
- Proctology
- Psychiatry
- Pulmonology
- Radiology
- Rheumatology
- Social Workers
- Sports Medicine
- Surgery
- Therapists
- Toxicology
- Urology
- Various
- Medical Supplies
- Medical Treatment
- Medicine
  - Cold & Flu
  - Cough & Cold
  - Cough & Cold Brands
  - Cough & Cold Generic
  - Kid's Cough & Cold
  - Vision
- Medicine & Vitamins
- Medicare Research(ers)
- Melasma
- Menopause
- Menopause Treatment
- Mental Health Therapists
- Migraine
- Migraine Treatments
- Muscle Pain
- Natural & Homeopathy Remedies
- Natural Health Remedies Readers
- Non-Health Insurance Owner
- Non-Prescription Drugs
- Numbness & Tingling
- Nursing
- Obesity
- Obesity Treatment
  - Weight Loss Surgery
- Opticians
- Orthopedic Surgery
- Osteoarthritis
- Osteoporosis
- Over The Counter Medications/Remedies
  - Heavy Buyers
- Overactive Bladder
- Pain Management
- Pain Relievers
  - Brand Pain Relievers
  - Headache Pain Relievers (Brands)
  - Rubs/Liquids/Wraps Pain Relievers (Brands)
  - Generic Pain Relievers
  - Kids Pain Relievers
- Personal Care & Services
- Personal Care Supplies
- Personal Health
- Pharmacy
- Pharmacy Shoppers
- Physical Therapist
- Physician Type
  - Cardiology
  - Hematology
  - Oncology
  - Transplant Specialist
- Pneumonia
- Premenstrual Syndrome (PMS)
- Prescription Eyewear
- Prescriptions (10+ taken by household)
- Prescriptions (Heavy Filler)
- Psoriasis
- Psoriasis Treatment
- Psoriatic Arthritis
- Psychology
- Respiratory Conditions
- Respiratory Problems
- Respiratory Care Therapy
- Restless leg syndrome
- Rheumatoid Arthritis
- Ringworm
- Science & Medicine
- Scoliosis
- Sedatives
- Skin Rashes
- Sleep Apnea
- Sleep Issues
- Shingles
- Shingles Vaccine
- Sinusitis
- Skin Disorder



- Skin Infection
- Sore Throat
- Sore Throat Remedies
- Sports injury
- Steroids
- Stomach Issues
- Stomach Upper GI (over the counter)
- Sunburn
- Therapy
- Tinnitus
- Upper respiratory medicine
- Urinary catheters
- Urinary tract infection
- Vision Problems
- Vitamin Deficiency
- Weight Loss drugs
- Wet Age-Related Macular Degeneration
- Wet Age-Related Macular Degeneration Treatment
- Yeast Infection

## Lifestyle

- Charitable Donor: Health
- Good Living Gurus
- Health Management (Activity)
  - Above Average
  - Average
  - Below Average
  - Far Above Average
  - Far Below Average
- Lifestyle Interests
  - Camping/Hiking
  - Cooking
  - Culinary
  - Cycling
  - Donor/Cancer Causes
  - Donor/Children Causes
  - Fitness/Exercise
  - Gardening
  - Golf
  - Hunting & Fishing
  - Insurance
  - Life Insurance
  - Medicare Coverage
  - Natural Foods
  - Nutrition & Diet
  - Outdoor Fitness
  - Running/Jogging
  - Self-Improvement Courses
  - Skiing/Snowboarding
  - Snowsports
  - Vitamins & Supplements
  - Walking for Health
  - Weight Control
- Lifestyle Goals
  - Dieting
  - Quit Smoking
- Lifestyle Health Diet
- Lifestyle Sports Enthusiasts
- Lifestyle Statements
  - Actively Seek Info About Nutrition/Diet
  - Always Look for Most Advertised Meds Available
  - Comfortable to Register on Health Websites
  - Consider Diet to be Very Healthy
  - Fast Food Enthusiasts
  - First Sign of Pain; Take Medicine
  - Frequently Take Preventive Meds
  - Friends Ask My Advice About Health/Nutrition
  - Gather Health Info from Newsletters
  - Gather Health Info from Websites
  - Health Info By Drug Companies is Useful
  - Health and Image Leader
    - Above Average
    - Average
    - Below Average
    - Far Above Average
    - Far Below Average
  - Important to Go to Doctor When Ill
  - Like to Try New Drinks
  - Like to Try New Recipes
  - Look for Info to Choose Health Care Treatment
  - Look for Organic/Natural in Health/Beauty Products
  - Look for Organic/Natural in HH Cleaning Supplies
  - Make Sure Exercise Regularly

- Often Eat Frozen Dinners
- Only Use Drug Brands Recommended by Doctor
- Prefer Fast Food to Home Cooking
- Prescription Meds Are More Effective Than Over-The-Counter Remedies
- Really Enjoy Cooking
- Rely on Doctor to Guide Me on Medical/Health Matters
- Shop for Food; Look for Organic/Natural
- Spend a Lot of Money on Toiletries/Cosmetics
- Take Non-Prescription Meds as Soon as Sick
- Treat Myself to Foods Not Good for Me
- Trend Towards Healthier Fast Food
- Try Any New Diet
- Usually First to Try New Health Food
- Health & Sustainability
- Luxury Sports
- Meditation
- Men's Lifestyle
- Outdoor enthusiasts
- Sports
  - Basketball
  - Cricket
  - Football
  - Golf
  - Gym
  - Motor Sport
  - Outdoor
  - Rugby
  - Running
  - Tennis
- Self-help/Inspiration Seekers
- Self Improvement
- Sports Enthusiast
- Women's Lifestyle