

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
- Family Planning
- 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
- Pregnancy & Birth
- Purchasing Newborn OTC Products
- Safety & Child Proofing
- Safety Monitors
- Well Baby/Prenatal Program

## Health & Fitness

- Aging & Geriatrics
- Allergies
  - Allergy Relief
  - Allergic Reactions
  - Anaphylaxis
  - Drug Allergies
  - Food Allergies
  - Grass Allergy
  - Hayfever
  - Pollen Allergy
  - Relief/Remedies
  - Sufferers
- 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
- Behavioral Health Conference
- Bodybuilding
- Bone & Joint Health
- Consumer Medical Products
- Contact Lens (Disposable)
- Contact Lens Care
- Contact Lens User
- Cosmetic Procedures
- Cosmetic Services
- Cosmetic Surgery
- Cosmetology & Beauty Professionals
- Diet & Fitness

- Diet & Health Books
- Diet & Nutrition
- Dietary Supplements & Nutrition
- Dieting/Dieters
- Dieting & Weight Loss
- Diet & Health Books
  - Low Carbohydrate Diets
  - Low Fat & Low Cholesterol Diets
- Digestive Disorders
- 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
  - Artificial Tears
- Eye Health
- Eye Health Centers
- Eyeglasses
- Eyeglass Accessories
- Eyesight & Vision
- 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
- Gut Health & Probiotics
- 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
  - Consultants
  - Insurance
  - Risk Assessments & Advice
  - Small Business
  - Software
  - Training
- Health & Vegan
- Health & Wellbeing
- Health & Wellness Buffs
- Health & Wellness Buyers
- Health Care & Pharmaceutical Industry
- Health Care & Social Services
- Health Care Facility Visitors
- Health Care Industry Executives
- Health Care
  - Decision-Makers
  - 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
  - Healthy Living Recipes
  - Low Fat Cooking
  - Low Fat Foods
  - Natural & Organics
  - Nutrition
- Healthy Living
- Healthy Mind
- Healthy Mood
- Herbal Remedies
- Herbs for Health
- Hobbies & Interests
- Hygiene & Personal Care
- Hypoactive Sexual Desire Disorder
- Jogging
- Kosher Foods
- Massage & Spa
  - Massage Frequency
  - Massage Oils
  - Massage Therapy
  - Massage Type
  - Massagers & Accessories
- Massage Services
- Men's Grooming
- Men's Health
- Natural & Organics Buyers
- Natural Foods
- Natural Health
- Natural Wellness
- Natural Wellness Buyers
- Nutrition
- Optical
- Overweight
- Oral & Dental Care
- Oral Care
  - Dental Floss
  - Dentures
  - 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
- Sweat
- Tanning
- Tired & Stressed Out
- Thyroid
- 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
- Wellness
- Women's Health
- Yoga & Pilates
- Yoga & Pilates Equipment
- Yoga Bottoms
- Yoga Enthusiasts
- Anti-fungal Medication
- Anti-inflammatory drug
- Arthritis
- Asthma
- Asthma Treatment
- Astigmatism
- Bedwetting
- Blood Sugar Management
- Blood Thinners
- Body Mass Index (BMI)
- 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
- Colonoscopy
- Common Cold
- Conditions & Diseases
- Conjunctivitis
- Constipation
- Conventional Medicine/Medications
- COPD
- Cough & Cold Relief/Remedies
- Cough Syrups
- Throat Lozenges & Sprays
- Dandruff
- Dental
- Dental Assistant
- Dental Care
- Dental Clinic Visitors
- Dental Health
- Dental Hygienist
- Deep Vein Thrombosis (DVT)
- Diabetes
- Diabetes Treatment
- Dialysis
- Diarrhea
- Doctor/Physician
- Doctor Reproductive Medicine
- Drowsiness
- Drugs, Proprietaries and Sundries
- Drugstore
  - Chains

### Personal & Medical Care

- Abdominal Pain
- Acid Indigestion Medications
- Acid Reflux
- Acid Reflux Treatment
- Acne
- Adult Incontinence
- Adult Daycare
- Allergies
- Analgesics
- Ankylosing Spondylitis
- Alternative & Natural Medicine
- Alternative Medicine
- Angina

- Non-Chains
- Drugstores & Proprietary Stores
- Drugstore Shoppers
  - All drugstores
    - All Buyers
    - Heavy Buyers
    - Light Buyers
    - Medium Buyers
- Dry Eyes
- Dry Mouth
- Dry Scalp
- Eczema
- Eldercare
- EpiPen
- Eye Diseases
- Familial Mediterranean Fever
- 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
- Headache
- Health & Allied Services
- Health & Institution Contributor
- Health Aids
- Health Care Agency
- Health Foundations & Medical Research
  - Biomedical
- Health Insurance
  - Affected by Reform
  - Bundled with One Provider
  - Employer Health Insurance
  - 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
    - High Spenders
    - Above Average Spenders
    - Top Spenders
  - Renewal Timeframe
- Health Insurance Provider/Brand
- Insurance – Health & Accident
- 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
- Healthcare Facility Visitors
- Healthcare Marketplace
- Healthcare Researchers
- Heartburn Remedies
- Hemorrhoids
- Hidradenitis Suppurativa
- High Cholesterol
- Hip Replacement
- Hip Revision Surgery
- Hives
- Holistic Health/Healing
- Holistic Therapies
- Home Health Care Services
- Home Medical Care Accessories
- Homeopathy
- Hospital & Medical Service Plans
- Hospital Visitors
- Hospital Website Visitors
  - 24-hour Health & Safety Advice
- Hospitalization & Medical
- Hypertension
- Inflammatory arthritis
- Incontinence
- Inhalers
- Insomnia
- Insomnia Treatment
- Insulin
- Insurance Medical Examinations
- Irritable Bowel Syndrome (IBS)
- Joint Pain Medications
- Knee Pain
- Knee Replacement
- Knee Revision Surgery
- Lactose Intolerance
- Laxatives/Stimulants
- Lesion
- 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 & Healthcare Professionals
- 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
- Accreditation Programs & Certifications
  - Medical Secretary
  - 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
  - Morning Sickness
  - Muscle Pain
  - Natural & Homeopathy Remedies
  - Natural Health
  - Natural Health Remedies Readers
  - Non-Health Insurance Owner
  - Non-Prescription Drugs
  - Nausea
  - Numbness & Tingling
  - Nursing
  - Nursing Care Facilities
  - 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
  - Peripheral Artery Disease
  - Personal Care & Services
  - Personal Care Supplies
  - Personal Health
  - Pharmacy
  - Pharmacy Shoppers
  - Physical Therapist
  - Pneumonia
  - Premenstrual Syndrome (PMS)
  - Prescription Eyewear
  - Prescriptions (10+ taken by household)
  - Prescriptions (Heavy Filler)
  - Psoriasis
  - Psoriasis Treatment
  - Psoriatic Arthritis
  - Psychology
  - Respiratory Conditions
  - Respiratory Infection
  - Respiratory Problems
  - Respiratory Care Therapy
  - Restless leg syndrome
  - Rheumatoid Arthritis
  - Ringworm
  - Rosacea
  - 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
  - Sunglasses & Sun Goggles
  - Therapy
  - Tinea
  - Tinnitus
  - Tissue Disorder
  - Upper respiratory medicine
  - Urinary catheters
  - Urinary tract infection
  - Vaccine
  - Vision Problems
  - Vitamin Deficiency
  - Weight Loss drugs
  - Macular Degeneration
  - 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
- Healthy Lifestyle
- 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
- Sugar-Free Shopper
- 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