

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

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24-hour Health & Safety Advice	Arthritis
Abdominal Pain	Artificial Tears
Accessible Seating	Assault Course
Accreditation Programs & Certifications	Assistance Service
Acid Indigestion Medications	Asthma
Acid Reflux	Asthma Treatment
Acid Reflux Treatment	Astigmatism
Acne	Athletic Apparel
Acne Treatments	Athletic/Healthy Eaters
Actively Seek Info About Nutrition/Diet	Athletics
Acupuncture	Baby Bath & Skin Care
Adult Daycare	Baby Care
Adult Incontinence	Baby Care Accessories
Adult Nutrition & Weight Control	Baby Care Bathing, Grooming & Skincare
Aerobic Exercise	Baby Care Feeding
Affected by Reform	Baby Care Feeding Accessories
After Shave	Baby Care Food and Beverage
Agent or Broker Representing Many Companies	Baby Care Formula
Agent Representing One Company	Baby Health
Aging & Geriatrics	Baby Health & Safety
Air Sports	Baby Oils/Lotions
Alcohol Consumer	Baby Products
All Buyers	Back and Spine Health
All drugstores	Back Pain
Allergic Reactions	Back Pain Medications
Allergies	Basketball
Allergy Relief	Bath Care
Alternative & Natural Medicine	Bath Care Oils, Salts & Sponges
Alternative Medicine	Bath Care Soap
Always Look for Most Advertised Meds Available	Beauty & Personal Hygiene
Analgesics	Beauty & Wellness
Anaphylaxis	Beauty Magazines
Angina	Behavioral Health Conference
Ankylosing Spondylitis	Biomechanical
Anti-aging Treatments	Biomedical
Antibiotics	Birth Control
Anti-fungal Medication	Blade Brands
Anti-inflammatory drug	Bleach
Antiperspirants & Deodorants	Blood Pressure Monitors
Arch Support	Blood Sugar Management

Blood Thinners  
 Body Building  
 Body Care Accessories  
 Body Cleansers  
 Body Fat Monitors  
 Body Mass Index (BMI)  
 Body Painting  
 Body Piercing and Jewelry  
 Body Treatments  
 Body Wash  
 Bodybuilding  
 Bone & Joint Health  
 Brand Name Medications  
 Brand Pain Relievers  
 Brands/Products  
 Breastfeeding  
 Breathing Problems  
 Bronchitis  
 Camping/Hiking  
 Capsules/Tablets  
 Caregivers  
 Cataracts  
 Catastrophic Medical/Hospitalization Only Plan  
 Chains  
 Charitable Donor: Health  
 Child Care  
 Children's Flu  
 Children's Health  
 Children's Health/Healthcare  
 Chiropractic  
 Chronic Constipation  
 Chronic Constipation Treatment  
 Chronic Iron Overload  
 Chronic Pain  
 Climbing  
 Clinical Trials  
 Cold & Flu  
 Cold Sores  
 Colonoscopy  
 Comfortable Clothing  
 Comfortable to Register on Health Websites  
 Common Cold  
 Conditioner  
 Conditions & Diseases  
 Conjunctivitis  
 Consider Diet to be Very Healthy  
 Constipation  
 Consultants  
 Consumer Medical Products  
 Contact Lens (Disposable)  
 Contact Lens Care  
 Contact Lens User  
 Contraceptives  
 Conventional Medicine/Medications  
 Cooking  
 COPD  
 Cosmetic Procedures  
 Cosmetic Services  
 Cosmetic Surgery  
 Cosmetics  
 Cosmetology & Beauty Professionals  
 Cough & Cold  
 Cough & Cold Brands  
 Cough & Cold Generic  
 Cough & Cold Relief/Remedies  
 Cough Syrups  
 Cream  
 Cream/Gel Brands  
 Cricket  
 Culinary  
 Cycling  
 Dancing  
 Dandruff  
 Deep Vein Thrombosis (DVT)  
 Dental  
 Dental Assistant  
 Dental Care  
 Dental Clinic Visitors  
 Dental Floss  
 Dental Health  
 Dental Hygienist  
 Dentures  
 Depilatories  
 Diabetes  
 Diabetes Treatment  
 Dialysis  
 Diarrhea  
 Diet & Fitness  
 Diet & Health Books  
 Diet & Nutrition  
 Diet & Weight Loss  
 Diet Foods



Dietary Supplements & Nutrition  
Dieting  
Dieting & Weight Loss  
Dieting/Dieters  
Digestive Disorders  
Digestive Health  
Digital Thermometers  
Direct Mail or Phone Contact  
Disposable Razors  
Doctor/Physician  
Doctors' Offices  
Dog Walking  
Donating Blood  
Donor/Cancer Causes  
Donor/Children Causes  
Drowsiness  
Drug Allergies  
Drugs, Proprietarys and Sundries  
Drugstore  
Drugstore Shoppers  
Drugstores & Proprietary Stores  
Dry Eyes  
Dry Mouth  
Dry Scalp  
Ear Care  
Ear Infections  
Eczema  
Eldercare  
Electric Shaver Accessories  
Electric Shavers & Trimmers  
Electric/Battery Shavers  
Employer Health Insurance  
Employer Sponsored  
Endocrine Health  
EpiPen  
Exercise  
Exercise & Fitness Equipment  
Exercise & Fitness Programs  
Exercise & Health  
Exercise Accessories  
Exercise Bikes  
Exercise Equipment  
Exercise Frequency  
Exercise Goal  
Exercise Type  
Exercise Videos

Exfoliants  
Expectant Mothers  
Expectant Parents  
Extreme Activities  
Eye Care Products  
Eye Care/Vision Care  
Eye Diseases  
Eye Health  
Eye Health Centers  
Eye Mascara  
Eye Treatments  
Eyebrows  
Eyeglass Accessories  
Eyeglasses  
Eyeliners  
Eyeshadows  
Eyesight & Vision  
Face & Body Care  
Face Blush  
Face Bronzers & Highlighters  
Face Powder  
False Eyelashes  
Familial Mediterranean Fever  
Family and Parenting  
Family Care  
Family Planning  
Fast Food Enthusiasts  
Female Grooming  
Feminine Care  
Feminine Care Products  
Feminine Hygiene  
Fertility Monitors  
Fever  
First Aid  
First Aid & Emergency Supplies  
First Aid Products  
First Sign of Pain; Take Medicine  
Fit  
Fit Moms  
Fitness  
Fitness Accessories Deals  
Fitness Buffs  
Fitness Buyers  
Fitness Classes  
Fitness Equipment  
Fitness Fanatics



- Fitness Pants
- Fitness Shorts
- Fitness/Exercise
- Flat Foot
- Flu
- Flu Vaccine
- Food Allergies
- Foodies
- Foot & Hands
- Foot & Nail Tools
- Foot Care & Health
- Foot Pain
- Football
- Fragrances
- Free Health Clinic
- Frequently Take Preventive Meds
- Fresh & Healthy
- Fresh Produce
- Fungal Infection
- Gastroesophageal Reflux Disease (GERD)
- Gastrointestinal
- Gather Health Info from Newsletters
- Gather Health Info from Websites
- General Medical & Surgical Hospitals
- Generic Medications
- Generic Pain Relievers
- Geriatric Supplies
- Glaucoma
- Glucose levels
- Good Physical Health
- Gout
- Gout Treatment
- Grass Allergy
- Green Vehicles and Alternative Fuels
- Gum Disease
- Gut Health & Probiotics
- Gym
- Gym Brands
- Gym Member
- Gym, Workout & Yoga
- Hair & Scalp Treatments
- Hair Care Brands
- Hair Color/Coloring
- Hair Loss
- Hair Removal
- Hair Tools & Accessories
- Haircare
- Haircare & Products
- Hayfever
- Head Lice
- Headache
- Headache Pain Relievers (Brands)
- Health
- Health & Allied Services
- Health & Beauty
- Health & Beauty Gift Sets
- Health & Diet Food Products
- Health & Fitness
- Health & Fitness Apps (use on phone)
- Health & Fitness Buffs
- Health & Institution Contributor
- Health & Safety
- Health & Sustainability
- Health & Vegan
- Health & Wellbeing
- Health & Wellness Buffs
- Health & Wellness Buyers
- Health Aids
- Health and Image Leader
- Health Bars
- Health Care
- Health Care & Pharmaceutical Industry
- Health Care & Social Services
- Health Care Agency
- Health Care Facility Visitors
- Health Care Industry Executives
- Health Clubs
- Health Conscious
- Health Conscious Mothers
- Health Conscious Seniors
- Health Drinks
- Health Electronics
- Health Food Fanatics
- Health Foundations & Medical Research
- Health Influencer
- Health Info By Drug Companies is Useful
- Health Insurance
- Health Insurance (Channel Purchased)
- Health Insurance Owner
- Health Insurance Provider/Brand
- Health Insurance Researchers
- Health Magazines

Health Management (Activity)  
 Health Practitioner Offices  
 Health Pro  
 Health Products & Drugstore Coupons  
 Health Sciences  
 Health Services  
 Health Shoppers  
 Health Supplements  
 Health Tech - Apps & Wearables  
 Health Treatment  
 Health Video Engagers  
 Healthcare  
 Healthcare Facility Visitors  
 Healthcare Marketplace  
 Healthcare Researchers  
 Healthy & Fit  
 Healthy Aging  
 Healthy Eating Fashionistas  
 Healthy Eating/Health Foods  
 Healthy Food  
 Healthy Lifestyle  
 Healthy Living  
 Healthy Living Recipes  
 Healthy Mind  
 Healthy Mood  
 Hearing Loss  
 Heart Disease  
 Heart Health  
 Heart Rate Monitors  
 Heartburn Remedies  
 Heat Stroke  
 Heel Cup  
 Heel Lift  
 Heel Pain  
 Hemorrhoids  
 Herbal Remedies  
 Herbs for Health  
 Hidradenitis Suppurativa  
 High Blood Pressure  
 High Cholesterol  
 Hip Replacement  
 Hip Revision Surgery  
 Hives  
 HMO Participant  
 Hobbies & Interests  
 Holistic Health/Healing  
 Holistic Therapies  
 Home Health Care Services  
 Home Medical Care Accessories  
 Home Test Kits & Supplies  
 Homeopathy  
 Hospital & Medical Service Plans  
 Hospital Visitors  
 Hospital Website Visitors  
 Hospitalization & Medical  
 Hospitals and Treatment Centers  
 Hygiene & Personal Care  
 Hygiene & Toiletries  
 Hyperhidrosis  
 Hypertension  
 Immunization  
 Important to Go to Doctor When Ill  
 Incontinence  
 Infant Care  
 Infant Food & Formula  
 Inflammatory arthritis  
 Inhalers  
 Insoles  
 Insulin  
 Insurance  
 Insurance – Health & Accident  
 Insurance Medical Examinations  
 Irritable Bowel Syndrome (IBS)  
 Joint Pain Medications  
 Kid & Baby  
 Kid's Cough & Cold  
 Kid's Oral Care  
 Kidney Problems  
 Kids Health  
 Kids Pain Relievers  
 Knee Pain  
 Knee Replacement  
 Knee Revision Surgery  
 Lactose Intolerance  
 Laxatives/Stimulants  
 Leg Brace  
 Lesion  
 Lifestyle Health Diet  
 Like to Try New Drinks  
 Like to Try New Recipes  
 Limited Mobility  
 Lip Treatments

- Lip-liner
- Lipstick
- Liver Problems
- Long Term Care
- Long Term Care Account Holder
- Long Term Care Insurance
- Look for Info to Choose Health Care Treatment
- Look for Organic/Natural in Health/Beauty Products
- Look for Organic/Natural in HH Cleaning Supplies
- Low Carbohydrate Diets
- Low Fat & Low Cholesterol Diets
- Low Fat Cooking
- Low Fat Foods
- Luxury Beauty Products
- Luxury Fragrances
- Luxury Sports
- Macular Degeneration
- Macular Degeneration Treatment
- Magnetic Closure
- Make Sure Exercise Regularly
- Makeup
- Makeup Brushes & Applicators
- Makeup Remover
- Massage & Spa
- Massage Frequency
- Massage Oils
- Massage Services
- Massage Therapy
- Massage Type
- Massagers & Accessories
- Medical
- Medical & Healthcare Professionals
- Medical Aids
- Medical Alert Systems
- Medical Assistant
- Medical Books
- Medical Centers
- Medical Doctors Offices
- Medical Emergency
- Medical Facilities & Services
- Medical Laboratories
- Medical Literature & Resources
- Medical Secretary
- Medical Supplies
- Medical Treatment
- Medical/Health Readers
- Medical/Hospital Devices & Equipment
- Medicine
- Medicine & Vitamins
- Meditation
- Medium Buyers
- Melasma
- Men's After Shave/Cologne
- Men's Grooming
- Men's Haircare
- Men's Health
- Men's Lifestyle
- Men's Nutrition & Weight Control
- Men's Shaving & Hair Removal
- Men's Skin Care
- Men's Weight Loss
- Menopause
- Menopause Symptoms
- Menopause Treatment
- Menstrual Cramps
- Menstruation
- Mental Health Therapists
- Migraine
- Migraine Treatments
- Mobility Aids
- Mobility Issue
- Mobility Scooter
- Moisturizers & Lotions
- Morning Sickness
- Mother & Baby Health
- Mother Care
- Mouthwash/Rinse
- Muscle Pain
- Muscles
- Nail Care
- Natural & Homeopathy Remedies
- Natural & Organics
- Natural & Organics Buyers
- Natural and Organic Garments
- Natural Foods
- Natural Health
- Natural Health Remedies Readers
- Natural Wellness
- Natural Wellness Buyers
- Nausea



- Needed Support
- New Moms
- New Parents
- Non-Prescription Drugs
- Non-Smoker
- Numbness & Tingling
- Nurse
- Nursing
- Nursing Care Facilities
- Nutrition
- Nutrition & Diet
- Obesity
- Obesity Treatment
- Often Eat Frozen Dinners
- Only Use Drug Brands Recommended by Doctor
- Optical
- Optical Equipment
- Opticians
- Oral & Dental Care
- Oral Care
- Oral Health
- Oral Hygiene
- Organic & Natural Stores
- Organic and Natural Skin Care Products
- Orthopedic Surgery
- Orthotic Insert
- Orthotic Insole
- Orthotic Shoe
- Osteoarthritis
- Osteoporosis
- Outdoor Fitness
- Over The Counter Medications/Remedies
- Overactive Bladder
- Overweight
- Pacifiers & Teethers
- Pain Management
- Pain Relievers
- Pain Symptoms
- Pediatrics
- Pedometers
- Peripheral Artery Disease
- Permanent Makeup
- Personal & Medical Care
- Personal Care & Services
- Personal Care Supplies
- Personal Health
- Pertussis / Whooping Cough
- Pharmacist
- Pharmacy
- Pharmacy Shoppers & Visitors
- Physical Therapist
- Physical Therapy
- Placard
- Plantar Fascia
- Plantar Fasciitis
- Pneumonia
- Podiatric
- Pollen Allergy
- Possible Gym Membership
- Powerstep
- Prefer Fast Food to Home Cooking
- Pregnancy
- Pregnancy & Birth
- Premenstrual Syndrome (PMS)
- Premium Skin Care
- Pre-pregnancy
- Prescription Eyewear
- Prescription Meds Are More Effective Than Over-The-Counter Remedies
- Prescription Plan
- Prescriptions (10+ taken by household)
- Prescriptions (Heavy Filler)
- Psoriasis
- Psoriasis Treatment
- Psoriatic Arthritis
- Psychology
- Purchasing Newborn OTC Products
- Quit Smoking
- Reduced Mobility
- Relaxation
- Relief/Remedies
- Rely on Doctor to Guide Me on Medical/Health Matters
- Reproductive Health
- Respiratory Care Therapy
- Respiratory Conditions
- Respiratory Infection
- Respiratory Problems
- Restless leg syndrome
- Rheumatoid Arthritis
- Ringworm
- Rosacea



- Rubs/Liquids/Wraps Pain Relievers (Brands)
- Safety & Child Proofing
- Safety & Health
- Safety Monitors
- Scoliosis
- Sedatives
- Senior Care
- Senior Health
- Senior Oral Care
- Shaving & Hair Removal
- Shaving Care & Hair Removal
- Shingles
- Shingles Vaccine
- Shop for Food; Look for Organic/Natural
- Sinus Congestion
- Sinusitis
- Skin & Nail Care
- Skin Care
- Skin Care Brands
- Skin Care Cleansers
- Skin Disorder
- Skin Infection
- Skin Rashes
- Sleep & Snoring
- Sleep Aids
- Sleep Issues
- Slip On Shoe
- Smoker
- Smoking
- Smoking Cessation
- Snoring Aid
- Soap (Cream/Gel/Liquid)
- Sore Throat
- Sore Throat Remedies
- Spa & Beauty Services
- Spa Enthusiasts
- Spa Mavens
- Spa Treatments
- Special Assistance
- Spend a Lot of Money on Toiletries/Cosmetics
- Sport Drink Consumer
- Sports Drinks
- Sports Enthusiast
- Sports injury
- Staying Healthy
- Steroids
- Stomach Issues
- Stomach Upper GI (over the counter)
- Street Sports
- Stress Management
- Stress Relief
- Sugar-Free Shopper
- Sunburn
- Sunglasses & Sun Goggles
- Sunscreen/Sun Care
- Supports & Braces
- Surgical & Medical Instruments
- Sweat
- Take Non-Prescription Meds as Soon as Sick
- Teeth Whitening
- Therapist
- Therapy
- Throat Lozenges & Sprays
- Thyroid
- Thyroid Health
- Tinea
- Tinnitus
- Tired & Stressed Out
- Tissue Disorder
- Toe Box
- Toothbrushes
- Toothpaste
- Treat Myself to Foods Not Good for Me
- Trend Towards Healthier Fast Food
- Try Any New Diet
- Upper respiratory medicine
- Urgent Care Center
- Urinary catheters
- Urinary tract infection
- Usually First to Try New Health Food
- Vaccine
- Vision
- Vision Coverage
- Vision Problems
- Vitamin Buyers
- Vitamin Buyers (Heavy)
- Vitamin Deficiency
- Vitamins & Supplements
- Vitamins, Minerals & Nutritional Supplements
- Walking for Health
- Wax/Waxing
- Weight Conscious





Weight Control  
Weight Loss  
Weight Loss & Supplements  
Weight Loss drugs  
Weight Loss Programs  
Weight Loss Supplements  
Weight Loss Surgery  
Weight Loss/Management  
Weight Machines  
Weight Training  
Weights  
Well Baby/Prenatal Program  
Wellness  
Wheelchair Accessible  
Wheelchair User  
Winter Sports  
Women's Haircare  
Women's Health  
Women's Lifestyle  
Women's Nutrition & Weight Control  
Women's Shaving & Hair Removal  
Women's Skin Care  
Women's Weight Loss  
Yeast Infection