

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



- Bedwetting
- Behavioral Health Conference
- Biomechanical
- Biomedical
- Biosimilar
- Birth Control
- Blade Brands
- Bleach
- Blood Pressure Monitors
- 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
- Calorie Conscious
- Capsules/Tablets
- Caregivers
- Cataracts
- Catastrophic Medical/Hospitalization Only Plan
- Chains
- Charitable Donor: Health
- Child Care
- Childhood Obesity
- 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 Ailments
- 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, Proprietaries and Sundries  
Drugstore  
Drugstore Shoppers  
Drugstores & Proprietary Stores  
Dry Eyes  
Dry Mouth  
Dry Scalp  
Ear Care  
Eczema  
Eldercare

Electric Shaver Accessories  
Electric Shavers & Trimmers  
Electric/Battery Shavers  
Employer Health Insurance  
Employer Sponsored  
Endocrine Health  
Endometrial Health  
EpiPen  
Ergonomic  
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  
Folk Medicine  
Food Allergies  
Foodies  
Foods that Reduce Stress  
Foot & Hands  
Foot & Nail Tools  
Foot Care & Health  
Foot Pain  
Football  
Fragrances  
Free Health Clinic  
Frequently Take Preventive Meds  
Fresh & Healthy  
Fresh & Healthy Packaged Goods  
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 & Medical 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



Hyperkalaemia  
Hyperpigmentation  
Hypertension  
Immunization  
Important to Go to Doctor When Ill  
Incontinence  
Infant Care  
Infant Food & Formula  
Inflammatory arthritis  
Inhalers  
In-home Healthcare  
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 (Age-Related, Wet, Dry)  
Macular Degeneration (Age-Related, Wet, Dry) 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  
Medicare User  
Medication-Induced Constipation  
Medicine

Medicine & Vitamins	New Moms
Meditation	New Parents
Medium Buyers	Non-Prescription Drugs
Melasma	Non-Profits: Health
Men's After Shave/Cologne	Non-Smoker
Men's Grooming	Numbness & Tingling
Men's Haircare	Nurse
Men's Health	Nursing
Men's Lifestyle	Nursing Care Facilities
Men's Nutrition & Weight Control	Nutrition
Men's Shaving & Hair Removal	Nutrition & Diet
Men's Skin Care	Obesity
Men's Weight Loss	Obesity Treatment
Menopause	Often Eat Frozen Dinners
Menopause Symptoms	Only Use Drug Brands Recommended by Doctor
Menopause Treatment	Optical
Menstrual Cramps	Optical Equipment
Menstruation	Opticians
Mental Health Therapists	Oral & Dental Care
Midwifery	Oral Care
Migraine	Oral Health
Migraine Treatments	Oral Hygiene
Mobility Aids	Organic & Natural Stores
Mobility Issue	Organic and Natural Skin Care Products
Mobility Scooter	Orthopedic Surgery
Moisturizers & Lotions	Orthotic Insert
Morning Sickness	Orthotic Insole
Mother & Baby Health	Orthotic Shoe
Mother Care	Osteoarthritis
Mouthwash/Rinse	Osteopathy
Muscle Pain	Osteoporosis
Muscles	Outdoor Fitness
Nail Care	Over The Counter Medications/Remedies
Natural & Homeopathy Remedies	Overactive Bladder
Natural & Organics	Overweight
Natural & Organics Buyers	Pacifiers & Teethers
Natural and Organic Garments	Pain Management
Natural Foods	Pain Relievers
Natural Health	Pain Symptoms
Natural Health Remedies Readers	Passionate About Food
Natural Wellness	Pediatrics
Natural Wellness Buyers	Pedometers
Nausea	Peripheral Artery Disease
Needed Support	Permanent Makeup



- Personal & Medical Care
- Personal Care & Services
- Personal Care Supplies
- Personal Health
- Personal Training
- Personality Insights
- Pharmacist
- Pharmacy
- Pharmacy Shoppers & Visitors
- Physical Therapist
- Physical Therapy
- Placard
- Plantar Fascia
- Plantar Fasciitis
- Pneumonia
- Podiatric
- Pollen Allergy
- Possible Gym Membership
- Postnatal
- Powerstep
- Prebiotic
- 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
- Repetitive Strain Injury
- 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
- Sleep Apnea
- 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
- Special & Restricted Diets
- Spend a Lot of Money on Toiletries/Cosmetics
- Sport Drink Consumer
- Sports Drinks
- Sports Enthusiast
- Sports injury
- Staph Infection
- 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
- TMJ
- Toe Box
- Toothbrushes
- Toothpaste
- Treat Myself to Foods Not Good for Me
- Trend Towards Healthier Fast Food
- Trusting Patients
- 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 Reformers
- 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