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.

24-hour Health & Safety Advice
Abdominal Pain
Accessible Seating
Accreditation Programs & Certifications
Acid Indigestion Medications
Acid Reflux
Acid Reflux Treatment
Acne
Acne Treatments
Actively Seek Info About Nutrition/Diet
Acupuncture
Adult Daycare
Adult Incontinence
Adult Nutrition & Weight Control
Aerobic Exercise
Affected by Reform
After Shave
Agent or Broker Representing Many Companies
Agent Representing One Company
Aging & Geriatrics
Air Sports
Alcohol Consumer
All Buyers
All drugstores
Allergic Reactions
Allergies
Allergy Relief
Alternative & Natural Medicine
Alternative Medicine
Always Look for Most Advertised Meds Available
Analgesics
Anaphylaxis
Angina
Animal & Pet Health
Ankylosing Spondylitis
Antenatal
Anti-aging Treatments
Antibiotics
Anti-fungal Medication
Anti-inflammatory drug
Antiperspirants & Deodorants
Arch Support
Arthritis
Artificial Tears
Assault Course
Assistance Service
Asthma
Asthma Treatment
Astigmatism
Athletic Apparel
Athletic/Healthy Eaters
Athletics
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
Back and Spine Health
Back Pain
Back Pain Medications
Basketball
Bath Care
Bath Care Oils, Salts & Sponges
Bath Care Soap
Beauty & Personal Hygiene
Beauty & Wellness
Beauty Magazines
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<th>Bedwetting</th>
<th>Chronic Iron Overload</th>
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<td>Chronic Pain</td>
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<tr>
<td>Biomechanical</td>
<td>Climbing</td>
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<tr>
<td>Biomedical</td>
<td>Clinical Trials</td>
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<tr>
<td>Biosimilar</td>
<td>Cold &amp; Flu</td>
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<tr>
<td>Birth Control</td>
<td>Cold Sores</td>
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<tr>
<td>Blade Brands</td>
<td>Colonoscopy</td>
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<tr>
<td>Bleach</td>
<td>Comfortable Clothing</td>
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<tr>
<td>Blood Pressure Monitors</td>
<td>Comfortable to Register on Health Websites</td>
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<tr>
<td>Blood Sugar Management</td>
<td>Common Ailments</td>
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<td>Blood Thinners</td>
<td>Common Cold</td>
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<tr>
<td>Body Building</td>
<td>Conditioner</td>
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<tr>
<td>Body Care Accessories</td>
<td>Conditions &amp; Diseases</td>
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<tr>
<td>Body Cleansers</td>
<td>Conjunctivitis</td>
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<tr>
<td>Body Fat Monitors</td>
<td>Consider Diet to be Very Healthy</td>
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<tr>
<td>Body Mass Index (BMI)</td>
<td>Constipation</td>
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<tr>
<td>Body Painting</td>
<td>Consultants</td>
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<tr>
<td>Body Piercing and Jewelry</td>
<td>Consumer Medical Products</td>
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<tr>
<td>Body Treatments</td>
<td>Contact Lens (Disposable)</td>
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<tr>
<td>Body Wash</td>
<td>Contact Lens Care</td>
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<tr>
<td>Bodybuilding</td>
<td>Contact Lens User</td>
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<tr>
<td>Bone &amp; Joint Health</td>
<td>Contraceptives</td>
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<tr>
<td>Brand Name Medications</td>
<td>Conventional Medicine / Medications</td>
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<tr>
<td>Brand Pain Relievers</td>
<td>Cooking</td>
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<tr>
<td>Brands / Products</td>
<td>COPD</td>
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<tr>
<td>Breastfeeding</td>
<td>Cosmetic Procedures</td>
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<td>Breathing Problems</td>
<td>Cosmetic Services</td>
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<tr>
<td>Bronchitis</td>
<td>Cosmetic Surgery</td>
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<tr>
<td>Camping / Hiking</td>
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<td>Calorie Conscious</td>
<td>Cosmetology &amp; Beauty Professionals</td>
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<td>Cough &amp; Cold</td>
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<td>Caregivers</td>
<td>Cough &amp; Cold Brands</td>
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<td>Cataracts</td>
<td>Cough &amp; Cold Generic</td>
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<tr>
<td>Catastrophic Medical / Hospitalization Only Plan</td>
<td>Cough &amp; Cold Relief / Remedies</td>
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<tr>
<td>Chains</td>
<td>Cough Syrups</td>
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<td>Charitable Donor: Health</td>
<td>Cream</td>
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<td>Child Care</td>
<td>Cream / Gel Brands</td>
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<td>Childhood Obesity</td>
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<td>Children's Flu</td>
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<td>Children's Health</td>
<td>Cycling</td>
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<td>Children's Health / Healthcare</td>
<td>Dancing</td>
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<td>Chiropractic</td>
<td>Dandruff</td>
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<tr>
<td>Chronic Constipation</td>
<td>Deep Vein Thrombosis (DVT)</td>
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<td>Chronic Constipation Treatment</td>
<td>Dental</td>
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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
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<th>Gastroesophageal Reflux Disease (GERD)</th>
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<td>Gastrointestinal</td>
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<tr>
<td>Fast Food Enthusiasts</td>
<td>Gather Health Info from Newsletters</td>
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<tr>
<td>Female Grooming</td>
<td>Gather Health Info from Websites</td>
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<tr>
<td>Feminine Care</td>
<td>General Medical &amp; Surgical Hospitals</td>
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<tr>
<td>Feminine Care Products</td>
<td>Generic Medications</td>
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<td>Feminine Hygiene</td>
<td>Generic Pain Relievers</td>
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<td>Fertility Monitors</td>
<td>Geriatric Supplies</td>
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<td>Fever</td>
<td>Glaucoma</td>
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<td>First Aid</td>
<td>Glucose levels</td>
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<td>First Aid &amp; Emergency Supplies</td>
<td>Good Physical Health</td>
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<td>First Aid Products</td>
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<td>First Sign of Pain; Take Medicine</td>
<td>Gout Treatment</td>
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<td>Fit</td>
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<td>Fit Moms</td>
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<td>Fitness Buyers</td>
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<td>Fitness Fanatics</td>
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<td>Flu Vaccine</td>
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<td>Folk Medicine</td>
<td>Haircare &amp; Products</td>
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<td>Food Allergies</td>
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<td>Foodies</td>
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<td>Foods that Reduce Stress</td>
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<td>Foot &amp; Nail Tools</td>
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<td>Foot Care &amp; Health</td>
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<td>Foot Pain</td>
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<td>Football</td>
<td>Health &amp; Beauty Gift Sets</td>
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<td>Fragrances</td>
<td>Health &amp; Diet Food Products</td>
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<td>Free Health Clinic</td>
<td>Health &amp; Fitness</td>
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<td>Frequently Take Preventive Meds</td>
<td>Health &amp; Fitness Apps (use on phone)</td>
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<td>Fresh &amp; Healthy</td>
<td>Health &amp; Fitness Buffs</td>
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<td>Fresh &amp; Healthy Packaged Goods</td>
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<td>Fungal Infection</td>
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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 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
Hyperlactemia
Hypermelanism
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
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
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<th>Medicine &amp; Vitamins</th>
<th>New Moms</th>
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<td>New Parents</td>
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<td>Medium Buyers</td>
<td>Non-Prescription Drugs</td>
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<td>Melasma</td>
<td>Non-Profits: Health</td>
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<tr>
<td>Men's After Shave/Cologne</td>
<td>Non-Smoker</td>
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<td>Men's Grooming</td>
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<td>Men's Haircare</td>
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<td>Men's Health</td>
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<td>Men's Lifestyle</td>
<td>Nursing Care Facilities</td>
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<td>Men's Nutrition &amp; Weight Control</td>
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<td>Men's Shaving &amp; Hair Removal</td>
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<td>Obesity Treatment</td>
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<tr>
<td>Menopause</td>
<td>Only Eat Frozen Dinners</td>
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<tr>
<td>Menopause Symptoms</td>
<td>Only Use Drug Brands Recommended by Doctor</td>
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<td>Menopause Treatment</td>
<td>Optical</td>
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<td>Menstrual Cramps</td>
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<td>Menstruation</td>
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<td>Mental Health Therapists</td>
<td>Oral &amp; Dental Care</td>
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<td>Oral Care</td>
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<td>Migraine</td>
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<td>Migraine Treatments</td>
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<td>Mobility Aids</td>
<td>Organic &amp; Natural Stores</td>
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<td>Mobility Issue</td>
<td>Organic and Natural Skin Care Products</td>
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<td>Mobility Scooter</td>
<td>Orthopedic Surgery</td>
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<tr>
<td>Moisturizers &amp; Lotions</td>
<td>Orthotic Insert</td>
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<td>Morning Sickness</td>
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<td>Mother &amp; Baby Health</td>
<td>Orthotic Shoe</td>
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<td>Mother Care</td>
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<td>Mouthwash/Rinse</td>
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<td>Needed Support</td>
<td>Permanent Makeup</td>
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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

T rusting 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