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
- Anemia
- 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
Eyeshadows
Eyesight & Vision
Face & Body Care
Face Blush
Face Bronzers & Highlighters
Face Masks
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
Frequent Emergency Room (ER) Users
Frequent Hospital Users
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 Growth Drugs
Hair Loss
Hair Removal
Hair Tools & Accessories
Haircare
Haircare & Products
Hayfever
Head Lice
Health
Heads
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 & 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 Outlook (pessimistic and stressed)
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
Healthcare Workers
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
Hearing Problems
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
Hormone Health
Hospital & Medical Service Plans
Hospital Visitors
Hospital Website Visitors
Hospitalization & Medical
Hospitals and Treatment Centers
Hygiene & Personal Care
Hygiene & Toiletries
Hyperhidrosis
Hyperkalemia
Hyperpigmentation
Hypertension
Hyperthyroidism
Hypothyroidism
Immune Health
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
Iron Deficiency
Irritable Bowel Syndrome (IBS)
Joint Pain Medications
Kid & Baby
Kid's Cough & Cold
Kid's Oral Care
Kidney Problems
Kidney stones

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
Low Testosterone
Lung & Respiratory Health
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  
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  
Midwifery  
Migraine  
Migraine Treatments  
Mobility Aids  
Mobility Issue  
Mobility Scooter  
Moisturizers & Lotions  
Morning Sickness  
Mother & Baby Health  
Mother Care  
Motherhood  
Mouthwash/Rinse  
Muscle Pain  
Muscles  
Nail Care  
Nasal Polyps  
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  
Newborn  
Non-Prescription Drugs  
Non-Profits: Health  
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
Orthopedic Injury
Orthotic Insert
Orthotic Insole
Orthotic Shoe
Osteoarthritis
Osteoarthritis of the Knee
Osteopathy

Outdoor Fitness
Over The Counter Medications/Remedies
Overactive Bladder
Overweight
Pacifiers & Teethers
Pain Management
Pain Relievers
Pain Symptoms
Passionate About Food
Pediatrics
Pedometers
Peripheral Artery Disease
Permanent Makeup
Personal & Medical Care
Personal Care & Services
Personal Care Supplies
Personal Health
Personal Protective Equipment (PPE)
Personal Training
Personality Insights
Pharmacist
Pharmacy
Pharmacy Shoppers & Visitors
Physical Therapist
Physical Therapy
Placard
Plantar Fascia
Plantar Fasciitis

Pneumonia
Pneumonia Vaccine
Podiatric
Pollen Allergy
Possible Gym Membership
Postnatal
Potty Training (Children)
Powerstep
Prebiotic
Prefer Fast Food to Home Cooking
Pregnancy
Pregnancy & Birth
Premenstrual Syndrome (PMS)
Premium Skin Care
Pre-pregnancy
Presbyopia
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 Conditions
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
Tetanus
Tetanus Vaccine
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