

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

Beauty Magazines	Children's Health/Healthcare
Bedwetting	Chiropractic
Behavioral Health Conference	Chronic Constipation
Biomechanical	Chronic Constipation Treatment
Biomedical	Chronic Iron Overload
Biosimilar	Chronic Pain
Birth Control	Climbing
Blade Brands	Clinical Trials
Bleach	Cold & Flu
Blood Pressure Monitors	Cold Sores
Blood Sugar Management	Colonoscopy
Blood Thinners	Comfortable Clothing
Body Building	Comfortable to Register on Health Websites
Body Care Accessories	Common Ailments
Body Cleansers	Common Cold
Body Fat Monitors	Conditioner
Body Mass Index (BMI)	Conditions & Diseases
Body Painting	Conjunctivitis
Body Piercing and Jewelry	Consider Diet to be Very Healthy
Body Treatments	Constipation
Body Wash	Consultants
Bodybuilding	Consumer Medical Products
Bone & Joint Health	Contact Lens (Disposable)
Bone & Joint Conditions	Contact Lens Care
Bone Loss (e.g. Osteopenia, Osteoporosis)	Contact Lens User
Brand Name Medications	Contraceptives
Brand Pain Relievers	Conventional Medicine/Medications
Brands/Products	Cooking
Breastfeeding	COPD
Breathing Problems	Cosmetic Procedures
Bronchitis	Cosmetic Services
Camping/Hiking	Cosmetic Surgery
Calorie Conscious	Cosmetics
Capsules/Tablets	Cosmetology & Beauty Professionals
Caregivers	Cough & Cold
Cataracts	Cough & Cold Brands
Catastrophic Medical/Hospitalization Only Plan	Cough & Cold Generic
Celiac	Cough & Cold Relief/Remedies
Chains	Cough Syrups
Charitable Donor: Health	Cream
Child Care	Cream/Gel Brands
Childhood Obesity	Cricket
Children's Flu	Culinary
Children's Health	Cycling

Dancing
 Dandruff
 Deep Vein Thrombosis (DVT)
 Dental
 Dental Assistant
 Dental Care
 Dental Clinic Visitors
 Dental Disease
 Dental Floss
 Dental Health
 Dental Hygienist
 Dentures
 Depilatories
 Diabetes
 Diabetes Treatment
 Diabetic Nerve Pain (neuropathy)
 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
 Ear Infections
 Eczema
 Eldercare
 Electric Shaver Accessories
 Electric Shavers & Trimmers
 Electric/Battery Shavers
 Electrolyte Disorders, e.g. hyperkalaemia
 Employer Health Insurance
 Employer Sponsored
 Endocrine Health
 Endometrial Health
 ENT Conditions
 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	Foot Care & Health
Eyesight & Vision	Foot Pain
Face & Body Care	Football
Face Blush	Fragrances
Face Bronzers & Highlighters	Free Health Clinic
Face Masks	Frequent Emergency Room (ER) Users
Face Powder	Frequent Hospital Users
False Eyelashes	Frequently Take Preventive Meds
Familial Mediterranean Fever	Fresh & Healthy
Family and Parenting	Fresh & Healthy Packaged Goods
Family Care	Fresh Produce
Family Planning	Fungal Infection
Fast Food Enthusiasts	Gastroesophageal Reflux Disease (GERD)
Female Grooming	Gastrointestinal
Feminine Care	Gather Health Info from Newsletters
Feminine Care Products	Gather Health Info from Websites
Feminine Hygiene	General Medical & Surgical Hospitals
Fertility Monitors	Generic Medications
Fever	Generic Pain Relievers
First Aid	Geriatric Supplies
First Aid & Emergency Supplies	Glaucoma
First Aid Products	Glucose levels
First Sign of Pain; Take Medicine	Good Physical Health
Fit	Gout
Fit Moms	Gout Treatment
Fitness	Grass Allergy
Fitness Accessories Deals	Green Vehicles and Alternative Fuels
Fitness Buffs	Gum Disease
Fitness Buyers	Gut Health & Probiotics
Fitness Classes	Gym
Fitness Equipment	Gym Brands
Fitness Fanatics	Gym Member
Fitness Pants	Gym, Workout & Yoga
Fitness Shorts	Hair & Scalp Treatments
Fitness/Exercise	Hair Care Brands
Flat Foot	Hair Color/Coloring
Flu	Hair Growth Drugs
Flu Vaccine	Hair Loss
Folk Medicine	Hair Removal
Food Allergies	Hair Tools & Accessories
Foodies	Haircare
Foods that Reduce Stress	Haircare & Products
Foot & Hands	Hayfever
Foot & Nail Tools	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 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



Varicose Veins
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