

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

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

Cough & Cold Relief/Remedies
 Cough Syrups
 COVID-19
 Cream
 Cream/Gel Brands
 Cricket
 Culinary
 Cycling
 Dancing
 Dandruff
 Deep Vein Thrombosis (DVT)
 Degenerative Disc Disease
 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)
 Diabetic Supplies Savings
 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
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	Health Foundations & Medical Research
Hair Care Brands	Health Influencer
Hair Color/Coloring	Health Info By Drug Companies is Useful
Hair Growth Drugs	Health Insurance
Hair Loss	Health Insurance (Channel Purchased)
Hair Removal	Health Insurance Owner
Hair Tools & Accessories	Health Insurance Provider/Brand
Haircare	Health Insurance Researchers
Haircare & Products	Health Magazines
Hayfever	Health Management (Activity)
Head Lice	Health Outlook (pessimistic and stressed)
Headache	Health Practitioner Offices
Headache Pain Relievers (Brands)	Health Pro
Health	Health Products & Drugstore Coupons
Health & Allied Services	Health & Medical Sciences
Health & Beauty	Health Services
Health & Beauty Gift Sets	Health Shoppers
Health & Diet Food Products	Health Supplements
Health & Fitness	Health Tech - Apps & Wearables
Health & Fitness Apps (use on phone)	Health Treatment
Health & Fitness Buffs	Health Video Engagers
Health & Institution Contributor	Healthcare
Health & Safety	Healthcare Facility Visitors
Health & Sustainability	Healthcare Marketplace
Health & Vegan	Healthcare Researchers
Health & Wellbeing	Healthcare Workers
Health & Wellness Buffs	Healthy & Fit
Health & Wellness Buyers	Healthy Aging
Health Aids	Healthy Eating Fashionistas
Health and Image Leader	Healthy Eating/Health Foods
Health Bars	Healthy Food
Health Care	Healthy Lifestyle
Health Care & Pharmaceutical Industry	Healthy Living
Health Care & Social Services	Healthy Living Recipes
Health Care Agency	Healthy Mind
Health Care Facility Visitors	Healthy Mood
Health Care Industry Executives	Hearing Aids
Health Clubs	Hearing Loss
Health Conscious	Hearing Problems
Health Conscious Mothers	Heart Disease
Health Conscious Seniors	Heart Health
Health Drinks	Heart Rate Monitors
Health Electronics	Heartburn Remedies
Health Food Fanatics	Heat Stroke

Heel Cup	In-home Healthcare
Heel Lift	Insoles
Heel Pain	Insulin
Hemorrhoids	Insurance
Hepatic Impairment	Insurance – Health & Accident
Herbal Remedies	Insurance Medical Examinations
Herbs for Health	Iron Deficiency
Hidradenitis Suppurativa	Irritable Bowel Syndrome (IBS)
High Blood Pressure	Joint Pain Medications
High Cholesterol	Kid & Baby
Hip Replacement	Kid's Cough & Cold
Hip Revision Surgery	Kid's Oral Care
Hives	Kidney Problems
HMO Participant	Kidney stones
Hobbies & Interests	Kids Health
Holistic Health/Healing	Kids Pain Relievers
Holistic Therapies	Knee Pain
Home Health Care Services	Knee Replacement
Home Medical Care Accessories	Knee Revision Surgery
Home Test Kits & Supplies	Lactose Intolerance
Homeopathy	Laxatives/Stimulants
Hormone Health	Leaky Gut Syndrome
Hospital & Medical Service Plans	Leg Brace
Hospital Visitors	Lesion
Hospital Website Visitors	Lifestyle Health Diet
Hospitalization & Medical	Like to Try New Drinks
Hospitals and Treatment Centers	Like to Try New Recipes
Hygiene & Personal Care	Limited Mobility
Hygiene & Toiletries	Lip Treatments
Hyperhidrosis	Lip-liner
Hyperkalemia	Lipstick
Hyperpigmentation	Liver Problems
Hypertension	Long Term Care
Hyperthyroidism	Long Term Care Account Holder
Hypothyroidism	Long Term Care Insurance
Immune Health	Look for Info to Choose Health Care Treatment
Immunization	Look for Organic/Natural in Health/Beauty Products
Impingement Syndrome	Look for Organic/Natural in HH Cleaning Supplies
Important to Go to Doctor When Ill	Low Carbohydrate Diets
Incontinence	Low Fat & Low Cholesterol Diets
Infant Care	Low Fat Cooking
Infant Food & Formula	Low Fat Foods
Inflammatory arthritis	
Inhalers	

Low Testosterone
 Lung & Respiratory Health
 Luxury Beauty Products
 Luxury Fragrances
 Luxury Sports
 Lyme Disease
 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 Rotations
 Medical Secretary
 Medical Students & Residents
 Medical Supplies
 Medical Testing Kits
 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
 Nasal Sprays
 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
 Performance Enhancing Drug
 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
 Piriformis Syndrome
 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 Costs
 Prescription Delivery Interest
 Prescription Eyewear
 Prescription Meds Are More Effective Than Over-The-Counter Remedies

Prescription Plan	Skin Care Brands
Prescriptions (10+ taken by household)	Skin Care Cleansers
Prescriptions (Heavy Filler)	Skin Conditions
Psoriasis	Skin Disorder
Psoriasis Treatment	Skin Infection
Psoriatic Arthritis	Skin Rashes
Psychology	Sleep & Snoring
Purchasing Newborn OTC Products	Sleep Aids
Quit Smoking	Sleep Issues
Reduced Mobility	Sleep Apnea
Relaxation	Slip On Shoe
Relief/Remedies	Smoker
Rely on Doctor to Guide Me on Medical/Health Matters	Smoking
Repetitive Strain Injury	Smoking Cessation
Reproductive Health	Snoring Aid
Reproductive Health Centers	Soap (Cream/Gel/Liquid)
Respiratory Care Therapy	Social Distancing
Respiratory Conditions	Sore Throat
Respiratory Infection	Sore Throat Remedies
Respiratory Problems	Spa & Beauty Services
Restless leg syndrome	Spa Enthusiasts
Rheumatoid Arthritis	Spa Mavens
Ringworm	Spa Treatments
Rosacea	Special Assistance
Rubs/Liquids/Wraps Pain Relievers (Brands)	Special & Restricted Diets
Rx Out of Pocket	Spend a Lot of Money on Toiletries/Cosmetics
Safety & Child Proofing	Sport Drink Consumer
Safety & Health	Sports Drinks
Safety Monitors	Sports Enthusiast
Scoliosis	Sports injury
Sedatives	Staph Infection
Senior Care	Staying Healthy
Senior Health	Steroids
Senior Oral Care	Stomach Issues
Shaving & Hair Removal	Stomach Upper GI (over the counter)
Shaving Care & Hair Removal	Street Sports
Shingles	Stress Management
Shingles Vaccine	Stress Relief
Shop for Food; Look for Organic/Natural	Sugar-Free Shopper
Sinus Congestion	Sunburn
Sinusitis	Sunglasses & Sun Goggles
Skin & Nail Care	Sunscreen/Sun Care
Skin 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
 Trouble Walking
 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
 Vaccine-preventable Disease
 Vascular Maintenance
 Varicose Veins
 Vertigo
 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