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
- Acute Pain
- 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
- 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
- Anti-smoking Products (gum, tablets, patch, etc.)
- Anti-nausea Drug
- Antiperspirants & Deodorants
- Antivenom (Antivenin)
- Arch Support
- Arthritis
- Artificial Tears
- Assault Course
- Assistance Service
- Asthma
- Asthma Treatment
- Astigmatism
- Athletic Apparel
- Athletic/Healthy Eaters
- Athletics
- Atopic Dermatitis
- 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
- Bedwetting
<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Eyeglass Accessories</td>
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<tr>
<td>Eyeshadows</td>
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<tr>
<td>Eyesight &amp; Vision</td>
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<tr>
<td>Face &amp; Body Care</td>
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<tr>
<td>Face Blush</td>
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<tr>
<td>Face Bronzers &amp; Highlighters</td>
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<td>Face Cleanser</td>
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<td>Face Masks</td>
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<td>Face Powder</td>
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<tr>
<td>False Eyelashes</td>
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<tr>
<td>Familial Mediterranean Fever</td>
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<td>Family and Parenting</td>
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<tr>
<td>Family Care</td>
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<tr>
<td>Family Planning</td>
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<td>Fast Food Enthusiasts</td>
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<tr>
<td>Female Grooming</td>
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<tr>
<td>Feminine Care</td>
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<td>Feminine Care Products</td>
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<tr>
<td>Feminine Hygiene</td>
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<td>Fever</td>
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<td>Fever Relief</td>
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<tr>
<td>First Aid</td>
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<tr>
<td>First Aid &amp; Emergency Supplies</td>
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<tr>
<td>First Aid Products</td>
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<tr>
<td>First Sign of Pain; Take Medicine</td>
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<tr>
<td>Fit</td>
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<td>Fitness Equipment</td>
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<td>Fitness Fanatics</td>
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<td>Fitness/Exercise</td>
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<td>Flu</td>
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<td>Flu Vaccine</td>
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<td>Folk Medicine</td>
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<td>Food Allergies</td>
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<td>Foodies</td>
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<tr>
<td>Foods that Reduce Stress</td>
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<td>Foot &amp; Hands</td>
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<td>Foot &amp; Nail Tools</td>
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<tr>
<td>Foot Care &amp; Health</td>
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<td>Foot Pain</td>
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<td>Football</td>
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<td>Fragrances</td>
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<tr>
<td>Free Health Clinic</td>
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<tr>
<td>Frequent Emergency Room (ER) Users</td>
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<tr>
<td>Frequent Hospital Users</td>
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<tr>
<td>Frequently Take Preventive Meds</td>
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<tr>
<td>Frequent Urination</td>
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<tr>
<td>Fresh &amp; Healthy</td>
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<tr>
<td>Fresh &amp; Healthy Packaged Goods</td>
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<tr>
<td>Fresh Produce</td>
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<td>Fungal Infection</td>
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<td>Gastroesophageal Reflux Disease (GERD)</td>
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<td>Gastrointestinal</td>
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<td>Gather Health Info from Newsletters</td>
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<td>Gather Health Info from Websites</td>
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<td>General Hospital Visitor</td>
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<td>General Medical &amp; Surgical Hospitals</td>
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<td>Generic Medications</td>
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<td>Generic Pain Relievers</td>
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<td>Geriatric Supplies</td>
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<td>Gout Treatment</td>
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<td>Grass Allergy</td>
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<td>Green Vehicles and Alternative Fuels</td>
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<td>Gum Disease</td>
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<td>Gut Health &amp; Probiotics</td>
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<tr>
<td>Gym</td>
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<tr>
<td>Gym Brands</td>
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<td>Gym Member</td>
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<td>Gym, Workout &amp; Yoga</td>
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<tr>
<td>Hair &amp; Scalp Treatments</td>
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<tr>
<td>Hair Care Brands</td>
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<tr>
<td>Hair Color/Coloring</td>
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<tr>
<td>Hair Growth Drugs</td>
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<td>Hair Loss</td>
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<td>Hair Removal</td>
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<td>Hair Tools &amp; Accessories</td>
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<tr>
<td>Haircare</td>
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<tr>
<td>Haircare &amp; Products</td>
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<tr>
<td>Hayfever</td>
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</table>
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
Irritable Bowel Syndrome (IBS)
Immune Health
Immunization
Impingement Syndrome
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
Leaky Gut Syndrome
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
Lotion/Moisturizer
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
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
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/Relief
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)
Social Distancing
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
Strength Training
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
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 Tobacco
Vaccine-preventable Disease
Vaccine Skeptic
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