

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-fungal Medication
Abdominal Pain	Anti-inflammatory drug
Accessible Seating	Anti-smoking Products (gum, tablets, patch, etc.)
Accreditation Programs & Certifications	Anti-nausea Drug
Acid Indigestion Medications	Antiperspirants & Deodorants
Acid Reflux	Antivenom (Antivenin)
Acid Reflux Treatment	Arch Support
Acne	Arthritis
Acne Treatments	Artificial Tears
Actively Seek Info About Nutrition/Diet	Assault Course
Acupuncture	Assistance Service
Acute Pain	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	Atopic Dermatitis
Agent or Broker Representing Many Companies	Baby Bath & Skin Care
Agent Representing One Company	Baby Care
Aging & Geriatrics	Baby Care Accessories
Air Sports	Baby Care Bathing, Grooming & Skincare
Alcohol Consumer	Baby Care Feeding
All Buyers	Baby Care Feeding Accessories
All drugstores	Baby Care Food and Beverage
Allergic Reactions	Baby Care Formula
Allergies	Baby Health
Allergy Relief	Baby Health & Safety
Alternative & Natural Medicine	Baby Oils/Lotions
Alternative Medicine	Baby Products
Always Look for Most Advertised Meds	Back and Spine Health
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
Anti-aging Treatments	Beauty Magazines
Antibiotics	Bedwetting

Behavioral Health Conference
 Biomechanical
 Biomedical
 Biosimilar
 Birth Control
 Blade Brands
 Bleach
 Blood Donor
 Blood Pressure Level
 Blood Pressure Monitors
 Blood Sugar Management
 Blood Tests
 Blood Thinners
 Body Building
 Body Care Accessories
 Body Cleansers
 Body Fat Monitors
 Body Mass Index (BMI)
 Body Painting
 Body Piercing and Jewelry
 Body Treatments
 Body Wash
 Bodybuilding
 Bone & Joint Health
 Bone & Joint Conditions
 Bone Loss (e.g. Osteopenia, Osteoporosis)
 Brand Name Medications
 Brand Pain Relievers
 Brands/Products
 Breastfeeding
 Breathing Problems
 Bronchitis
 Camping/Hiking
 Calorie Conscious
 Capsules/Tablets
 Cardiovascular Health
 Caregivers
 Cataracts
 Catastrophic Medical/Hospitalization Only Plan
 CBD Healthy Living
 CBD Products
 Celiac
 Chains
 Charitable Donor: Health
 Child Care
 Childhood Obesity
 Children's Flu
 Children's Health
 Children's Health/Healthcare
 Chiropractic
 Chronic Constipation
 Chronic Constipation Treatment
 Chronic Fatigue Syndrome
 Chronic Heart Failure
 Chronic Iron Overload
 Chronic Kidney Disease
 Chronic Pain
 Climbing
 Clinical Trials
 Cold & Flu
 Cold Sores
 Colonoscopy
 Comfortable Clothing
 Comfortable to Register on Health Websites
 Common Ailments
 Common Cold
 Computer Vision Syndrome
 Conditioner
 Conditions & Diseases
 Conjunctivitis
 Consider Diet to be Very Healthy
 Constipation
 Consultants
 Consumer Medical Products
 Contact Lens (Disposable)
 Contact Lens Care
 Contact Lens User
 Contraceptives
 Conventional Medicine/Medications
 Cooking
 COPD
 Coronavirus
 Cosmetic Procedures
 Cosmetic Services
 Cosmetic Surgery
 Cosmetics
 Cosmetology & Beauty Professionals
 Cough & Cold
 Cough & Cold Brands
 Cough & Cold Generic
 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
 Dermatology
 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
 E-Cigarette
 Ear Care
 Ear Infections
 Eczema
 Eldercare
 Electric Shaver Accessories
 Electric Shavers & Trimmers
 Electric/Battery Shavers
 Electrolyte Disorders, e.g. hyperkalaemia
 Emphysema
 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 Cleanser
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
Fever Relief
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
Frequent Urination
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 Hospital Visitor
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
 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 Aids
 Hearing Loss
 Heart Attack
 Hearing Problems
 Heart Disease
 Heart Health
 Heart Rate Monitors
 Heartburn Remedies
 Heat Stroke
 Heel Cup
 Heel Lift
 Heel Pain
 Hemp Products
 Hemorrhoids
 Hepatic Impairment
 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
 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

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

 Orthopedics
 Orthotic Insert
 Orthotic Insole
 Orthotic Shoe
 Osteoarthritis
 Osteoarthritis of the Knee
 Osteopathy
 Osteoporosis
 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
 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
 Reproductive Health Centers
 Respiratory Care Therapy
 Respiratory Conditions
 Respiratory Infection
 Respiratory Problems
 Restless leg syndrome
 Rheumatoid Arthritis
 Ringworm
 Rosacea
 Rubs/Liquids/Wraps Pain Relievers (Brands)
 Rx Out of Pocket

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