

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-nausea Drug
Abdominal Pain	Antiperspirants & Deodorants
Accessible Seating	Antivenom (Antivenin)
Accreditation Programs & Certifications	Arch Support
Acid Indigestion Medications	Arthritis
Acid Reflux	Artificial Tears
Acid Reflux Treatment	Assault Course
Acne	Assistance Service
Acne Treatments	Asthma
Actively Seek Info About Nutrition/Diet	Asthma Treatment
Acupuncture	Astigmatism
Acute Pain	Athletic Apparel
Adult Daycare	Athletic/Healthy Eaters
Adult Incontinence	Athletics
Adult Nutrition & Weight Control	Atopic Dermatitis
Aerobic Exercise	Baby Bath & Skin Care
Affected by Reform	Baby Care
After Shave	Baby Care Accessories
Agent or Broker Representing Many Companies	Baby Care Bathing, Grooming & Skincare
Agent Representing One Company	Baby Care Feeding
Aging & Geriatrics	Baby Care Feeding Accessories
Air Sports	Baby Care Food and Beverage
Alcohol Consumer	Baby Care Formula
All Buyers	Baby Health
All drugstores	Baby Health & Safety
Allergic Reactions	Baby Oils/Lotions
Allergies	Baby Products
Allergy Relief	Back and Spine Health
Alternative & Natural Medicine	Back Pain
Alternative Medicine	Back Pain Medications
Always Look for Most Advertised Meds	Basketball
Available	Bath Care
Analgesics	Bath Care Oils, Salts & Sponges
Anaphylaxis	Bath Care Soap
Anemia	Beauty & Personal Hygiene
Angina	Beauty & Wellness
Animal & Pet Health	Beauty Magazines
Ankylosing Spondylitis	Bedwetting
Antenatal	Behavioral Health Conference
Anti-aging Treatments	Biomechanical
Antibiotics	Biomedical
Anti-fungal Medication	Biosimilar
Anti-inflammatory drug	Birth Control
Anti-smoking Products (gum, tablets, patch, etc.)	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 (which may include Crohn's Disease, Colitis)
 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
 Hernia Treatment
 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	Stomach Upper GI (over the counter)
Senior Care	Street Sports
Senior Health	Strength Training
Senior Oral Care	Stress Management
Shaving & Hair Removal	Stress Relief
Shaving Care & Hair Removal	Sugar-Free Shopper
Shingles	Sunburn
Shingles Vaccine	Sunglasses & Sun Goggles
Shop for Food; Look for Organic/Natural	Sunscreen/Sun Care
Sinus Congestion/Relief	Supports & Braces
Sinusitis	Surgical & Medical Instruments
Skin & Nail Care	Sweat
Skin Care	Take Non-Prescription Meds as Soon as Sick
Skin Care Brands	Teeth Whitening
Skin Care Cleansers	Tetanus
Skin Conditions	Tetanus Vaccine
Skin Disorder	Therapist
Skin Infection	Therapy
Skin Rashes	Throat Lozenges & Sprays
Sleep & Snoring	Thyroid
Sleep Aids	Thyroid Health
Sleep Issues	Tinea
Sleep Apnea	Tinnitus
Slip On Shoe	Tired & Stressed Out
Smoker	Tissue Disorder
Smoking	TMJ
Smoking Cessation	Toe Box
Snoring Aid	Toothbrushes
Soap (Cream/Gel/Liquid)	Toothpaste
Social Distancing	Treat Myself to Foods Not Good for Me
Sore Throat	Trend Towards Healthier Fast Food
Sore Throat Remedies	Trouble Walking
Spa & Beauty Services	Trusting Patients
Spa Enthusiasts	Try Any New Diet
Spa Mavens	Upper respiratory medicine
Spa Treatments	Urgent Care Center
Special Assistance	Urinary catheters
Special & Restricted Diets	Urinary tract infection
Spend a Lot of Money on Toiletries/Cosmetics	Usually First to Try New Health Food
Sport Drink Consumer	Vaccine Tobacco
Sports Drinks	Vaccine-preventable Disease
Sports Enthusiast	Vaccine Skeptic
Sports injury	Vascular Maintenance
Staph Infection	Varicose Veins
Staying Healthy	Vertigo
Steroids	Vision
Stomach Issues	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