Standard Health-Related Segments

The topics listed in this document are the standard health-related segments that MediaMath’s data partners make available through the MediaMath Platform. Please see MediaMath’s Privacy Policy for more information. MediaMath does not collect data or create data segments that are based upon what we consider to be sensitive health data.

Common Topics in Segments

- Allergies
- Alternative medicine or wellness
- Antacids
- Antibiotics
- Antiseptics
- Beauty and beauty products
- Child and teen health
- Chiropractic
- Cold, cough, sore throat, or sinus
- Dental
- Dermatology and skin care
- Diet and nutrition
- Drugstore or pharmacy shoppers
- Ear care and hearing
- Exercise and fitness
- First aid
- Flu
- Hair care
- Hair removal
- Health (general)
- Health influencers
- Health-related insurance
- Herbal remedies
- Home medical care accessories
- Healthcare facilities or services
- Hygiene
- Indigestion or nausea
- Joint health
- Laxatives
- Massage or relaxation therapy
- Medicine and medical products
- Men’s health
- Nail care
- Nursing or special care facilities
- Pain relief and analgesics
- Physical therapy
- Pregnancy and new parents
- Self-improvement
- Senior health
- Sleep issues and aids
- Smoking cessation
Sun care or sun protection
Toiletries and personal care
Vision care
Vitamins and supplements
Weight control
Wellness or wellbeing
Women's health

Full List of Segments

- about to buy - interests - fitness equipment
- about to buy - interests - fitness subscriptions
- active buyers - beauty and wellness
- active/interest in - fitness - avid runner
- active/interest in - fitness - fitness enthusiast
- active/interest in - fitness - plays golf
- active/interest in - fitness - plays soccer
- active/interest in - fitness - plays tennis
- active/interest in - fitness - snow sports
- active/interest in - health - healthy living
- active/interest in - health - on a diet
- active/interest in - health - weight conscious
- ad consumption - video - seen in medical offices in last month
- address type - hospital
- affinity - health and wellbeing
- affinity - sports - personal fitness
- affinity answers - brands - health
- all - new parents of babies by age (a) - 6 months old
- all - new parents of babies by age (b) - 12 months old
- all - new parents of babies by age (c) - 24 months old
- android users - health and fitness
- app categories - health and fitness
- app categories - health and fitness - health and fitness
- app categories - medical
- app categories - medical - medical
- app ownership - apps - health and fitness
- app ownership - apps - medical
- apps owned by genre - health and fitness
- apps owned by genre - health and fitness - 1-2 apps
- apps owned by genre - health and fitness - 3-4 apps
- apps owned by genre - health and fitness - 5+ apps
- apps owned by genre - medical
- apps owned by genre - medical - 1-2 apps
- apps owned by genre - medical - 3-4 apps
- apps owned by genre - medical - 5+ apps
- area of responsibility - healthcare
- argentina - health
- argentina - interest - health (en), salud (es), saude (pt)
- argentina - microsegment - skin (en), piel (es), pele (pt)
- argentina - retail - health and beauty
- asia-pacific - australia - dieting and weight loss
- asia-pacific - australia - health and fitness
- asia-pacific - australia - personal or health insurance
- asia-pacific - china - health and fitness
- asia-pacific - hong kong - health and fitness
- asia-pacific - india - health and fitness
- asia-pacific - indonesia - health and medicine
- asia-pacific - japan - health and fitness
- asia-pacific - malaysia - health and fitness
- asia-pacific - new zealand - health and fitness
- asia-pacific - philippines - health and fitness
- asia-pacific - singapore - dieting and weight loss
- asia-pacific - singapore - health and fitness
- asia-pacific - south korea - health and fitness
- asia-pacific - taiwan - health and fitness
- asia-pacific - thailand - health and fitness
- asia-pacific - vietnam - health and fitness
- audience profiles - expecting parents
- audience profiles - fitness
- audience profiles - health and fitness
- audience profiles - health and fitness - allergy sufferers
- audience profiles - health and fitness - athletic healthy eaters
- audience profiles - health and fitness - dieters
- audience profiles - health and fitness - discontinued
- audience profiles - health and fitness - fitness buffs
- audience profiles - health and fitness - health and wellness buffs
- audience profiles - health and fitness - health-conscious mothers
- audience profiles - health and fitness - healthy eaters
- audience profiles - health and fitness - healthy eating fashionistas
- audience profiles - health and fitness - medicare researchers
- audience profiles - health and fitness - pilates and yoga enthusiasts
- audience profiles - health and fitness - self-help/inspiration seekers
- audience profiles - health and fitness - weight-loss seekers
- audience profiles - health and wellness
- audience profiles - healthcare
- audience profiles - healthy living
- audience profiles - men - men seeking weight-loss
- audience profiles - men's health and fitness
- audience profiles - mobile web - fitness
- audience profiles - mobile web - health
- audience profiles - women - women seeking weight-loss
- audience profiles - women's health and fitness
- audiences - healthcare products
beauty and personal hygiene - deodorants - liquid, spray, lynx
beauty and personal hygiene - deodorants - liquid, spray, nivea
beauty and personal hygiene - deodorants - liquid, spray, private label
beauty and personal hygiene - deodorants - liquid, spray, right guard
beauty and personal hygiene - deodorants - liquid, spray, sure for men
beauty and personal hygiene - face washes - cream/gel/liquid/lotion
beauty and personal hygiene - grooming kits
beauty and personal hygiene - hair care
beauty and personal hygiene - hair care - clairol
natural instincts
beauty and personal hygiene - hair care - clairol nice 'n easy
beauty and personal hygiene - hair care - garnier
beauty and personal hygiene - hair care - garnier nutrisse
beauty and personal hygiene - hair care - john frieda
beauty and personal hygiene - hair care - l'oreal excellence
beauty and personal hygiene - hair care - l'oreal healthy look
beauty and personal hygiene - hair care - l'oreal superior preference
beauty and personal hygiene - hair care - pantene pro-v
beauty and personal hygiene - hair care - revlon colorsilk
beauty and personal hygiene - hair care - suave
beauty and personal hygiene - hair care - tresseme
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1)
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, alberto balsam
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, elvive
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, head and shoulders
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, herbal essences
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, pantene
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, private label
beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, tresseme
beauty and personal hygiene - mouthwash/oral rinses/oral rinse antiseptics
beauty and personal hygiene - mouthwash/oral rinses/oral rinse antiseptics - foam/gel/liquid, colgate
- buyer behavior - teeth whitening product user - expanded
- buyer behavior - teeth whitening product user - precision
- buyers - diet and weight loss
- buyers - fitness products
- buyers - health and beauty products
- buyers - health products
- canada - health
- canada - life events - expecting parents
- canada - retail - health and beauty
- categories - fitness buyers - cyclists
- categories - fitness buyers - runners
- categories - health and beauty
- categories - health and beauty - beauty
- categories - health and beauty - hair care
- categories - health and beauty - health care
- categories - health and beauty - personal care
- categories - health and beauty buyers - allergy relief
- categories - health and beauty buyers - antiperspirants and deodorants
- categories - health and beauty buyers - cough and cold relief
- categories - health and beauty buyers - eye care
- categories - health and beauty buyers - feminine care
- categories - health and beauty buyers - first aid
- categories - health and beauty buyers - gastrointestinal
- categories - health and beauty buyers - haircare
- categories - health and beauty buyers - men's grooming
- categories - health and beauty buyers - oral care
- categories - health and beauty buyers - shaving care and hair removal
- categories - health and beauty buyers - skin care
- categories - health and beauty buyers - sun care
- categories - health and beauty buyers - vitamins
- categories - health and wellness buyers - natural wellness
- categories - health and wellness buyers - weight loss and supplements
- categories - senior's products buyers - geriatric supplies
- category - health wellness
- category - healthcare
- category - personal care grooming hygiene, heavy
- category affinity - hair care
- category affinity - medical services
- category affinity - skin care
- category affinity - weightloss
- category buyer - health and beauty
- category buyer - health and beauty - cosmetic / beauty
- category buyer - health and beauty - drug / pharmacy
- category buyer - health and beauty - eye care goods / services
- category buyer - health and beauty - gym / fitness
- cell phones and plans - accessories - bluetooth heads etc
- charitable causes - donor - health causes
- charitable contributors - health causes
- charitable donations - healthcare/medical
- charity - health organization
- chile - interest - health (en), salud (es), saude (pt)
- chile - microsegment - skin (en), piel (es), pele (pt)
- colombia - interest - health (en), salud (es), saude (pt)
- colombia - microsegment - skin (en), piel (es), pele (pt)
- composite segment - sports and fitness buffs
- composite segments - audience clusters - sports and fitness buffs
- composite segments (audience clusters) - sports and fitness buffs online
- consumer - interests - health beauty and personal care
- consumer electronic - small electrical appliances - dental care
- consumer electronic - small electrical appliances - medical supplies
- consumer packaged goods (cpg) - brands - health and beauty
- consumer packaged goods (cpg) - health and beauty - beauty
- consumer packaged goods (cpg) - health and beauty - contacts and eyeglasses
- consumer packaged goods (cpg) - health and beauty - health
- consumer packaged goods (cpg) - health and beauty - optical
- consumer packaged goods (cpg) - health and beauty - personal care
- contribute/charitable donation - health
- cpg - adult nutrition and weight control
- cpg - antiperspirants and deodorants
- cpg - baby bath and skin care
- cpg - baby, toddlers - baby bath and skin care
- cpg - baby/toddlers - baby bath and skin care
- cpg - brand cough and cold
- cpg - brands - health and beauty buyers
- cpg - buystyles - fresh and healthy
- cpg - buystyles - weight conscious
- cpg - categories - health and beauty buyers
- cpg - cough and cold
- cpg - cpg brands - health and beauty buyers
- cpg - cpg buystyles - fresh and healthy
- cpg - cpg buystyles - weight conscious
- cpg - cpg categories - health and beauty buyers
- cpg - deodorants
- cpg - deodorants - antiperspirants and deodorants
- cpg - deodorants - mens antiperspirants and deodorants
- cpg - deodorants - womens antiperspirants and deodorants
- cpg - diet and weight loss
- cpg - ethnic hair care
- cpg - first aid and emergency supplies
- cpg - generic cough and cold
- cpg - hair care
- cpg - hair care - ethnic hair care
- cpg - hair care - hair care
- cpg - hair care - men's hair care
- cpg - hair care - women's hair care
- cpg - health and beauty - allergy relief
o cpg - health and beauty - antiperspirants and deodorants
o cpg - health and beauty - cough and cold relief
o cpg - health and beauty - ear care
o cpg - health and beauty - eye care
o cpg - health and beauty - hair care
o cpg - health and beauty - oral care
o cpg - health and beauty - shaving and hair removal
o cpg - health and beauty - skin care
o cpg - health and beauty - toothpaste
o cpg - health and beauty - vitamins
o cpg - health and beauty buyers - bath shower and soap
o cpg - health and beauty buyers - bath, shower and soap
o cpg - health and beauty buyers - dental products
o cpg - health and beauty buyers - hair care
o cpg - health and beauty buyers - men's grooming
o cpg - health and beauty buyers - men's shaving
o cpg - health and beauty buyers - women's shaving and hair removal
o cpg - kids cough and cold
o cpg - kids oral care
o cpg - men's antiperspirants and deodorants
o cpg - men's hair care
o cpg - men's nutrition and weight control
o cpg - men's shaving and hair removal
o cpg - men's skin care
o cpg - nutrition, weight loss
o cpg - nutrition, weight loss - adult nutrition and weight control
o cpg - nutrition, weight loss - diet and weight loss
o cpg - nutrition, weight loss - men's nutrition and weight control
o cpg - nutrition, weight loss - women's nutrition and weight control
o cpg - nutrition/weightloss
o cpg - nutrition/weightloss - adult nutrition and weight control
o cpg - nutrition/weightloss - diet and weight loss
o cpg - nutrition/weightloss - men's nutrition and weight control
o cpg - nutrition/weightloss - women's nutrition and weight control
o cpg - oral care
o cpg - oral care, shaving, skin care
o cpg - oral care, shaving, skin care - kids oral care
o cpg - oral care, shaving, skin care - men's shaving and hair removal
o cpg - oral care, shaving, skin care - men's skin care
o cpg - oral care, shaving, skin care - oral care
o cpg - oral care, shaving, skin care - premium skin care
o cpg - oral care, shaving, skin care - senior oral care
o cpg - oral care, shaving, skin care - shaving care and hair removal
o cpg - oral care, shaving, skin care - skin care
o cpg - oral care, shaving, skin care - women's shaving and hair removal
o cpg - oral care, shaving, skin care - women's skin care
o cpg - oral care/shaving/skin care
o cpg - oral care/shaving/skin care - kids oral care
o cpg - oral care/shaving/skin care - men's shaving and hair removal
o cpg - oral care/shaving/skin care - men's skin care
o cpg - oral care/shaving/skin care - oral care
o cpg - oral care/shaving/skin care - premium skin care
o cpg - oral care/shaving/skin care - senior oral care
o cpg - oral care/shaving/skin care - shaving care and hair removal
o cpg - oral care/shaving/skin care - skin care
o cpg - oral care/shaving/skin care - women's shaving and hair removal
o cpg - oral care/shaving/skin care - women's skin care
o cpg - otc medicine, cough and cold
o cpg - otc medicine, cough and cold - brand cough and cold
o cpg - otc medicine, cough and cold - first aid and emergency supplies
o cpg - otc medicine, cough and cold - generic cough and cold
o cpg - otc medicine, cough and cold - kids cough and cold
o cpg - otc medicine/cough and cold
o cpg - otc medicine/cough and cold - brand cough and cold
o cpg - otc medicine/cough and cold - first aid and emergency supplies
o cpg - otc medicine/cough and cold - generic cough and cold
o cpg - otc medicine/cough and cold - kids cough and cold
o cpg - premium skin care
o cpg - senior oral care
o cpg - shaving care and hair removal
o cpg - skin care
o cpg - women's antiperspirants and deodorants
o cpg - women's hair care
o cpg - women's nutrition and weight control
o cpg - women's shaving and hair removal
o cpg - women's skin care
o cpg - brands - health and beauty buyers - antiperspirants and deodorants
o cpg - brands - health and beauty buyers - cough and cold relief
o cpg - brands - health and beauty buyers - hair care
o cpg - brands - health and beauty buyers - men's grooming
o cpg - brands - health and beauty buyers - skin care
o cpg - brands - health and beauty buyers - vitamins
o cpg - buyers - categories - antiperspirants and deodorants
o cpg - buyers - categories - cough
o cpg - buyers - categories - cough and cold
o cpg - buyers - categories - eye care
o cpg - buyers - categories - first aid and emergency supplies
o cpg - buyers - categories - hair care
o cpg - buyers - categories - health aids and medicines
- CPG buyers - categories - home medical care accessories
- CPG buyers - categories - nutritional supplements and weight control
- CPG buyers - categories - oral care
- CPG buyers - categories - shaving care and hair removal
- CPG buyers - categories - skin care
- CPG categories - health and beauty buyers - allergy relief
- CPG categories - health and beauty buyers - antiperspirants and deodorants
- CPG categories - health and beauty buyers - cough and cold relief
- CPG categories - health and beauty buyers - eye care
- CPG categories - health and beauty buyers - feminine care
- CPG categories - health and beauty buyers - first aid
- CPG categories - health and beauty buyers - gastrointestinal
- CPG categories - health and beauty buyers - hair care
- CPG categories - health and beauty buyers - men's grooming
- CPG categories - health and beauty buyers - oral care
- CPG categories - health and beauty buyers - shaving care and hair removal
- CPG categories - health and beauty buyers - skin care
- CPG categories - health and beauty buyers - sun care
- CPG categories - health and beauty buyers - vitamins
- CPG retailers - pharmacy - CVS pharmacy
- CPG retailers - pharmacy - Walgreens
- Custom segments - medicare
- Customer modeled - health
- DE - interest - health
- DE - interest - wellness
- DE consumer interests - fitness / wellness
- DE consumer interests - OTC buyers
- DE consumer interests - pharmacy buyers
- DE insurance - own private health insurance
- Decision maker - healthcare decision maker
- Demographic - children in household - expectant parent
- Demographic - lifestyle - expectant mothers / pregnancy
- Demographic - lifestyle - eye wear
- Demographics - charitable donor - health
- Demographics - charity - medical
- Demographics - credit card type - medical_volunteer
- Demographics - hobbies/interests - exercise
- Demographics - hobbies/interests - healthy eating
- Demographics - hobbies/interests - vitamins
- Diet and weight loss buyers
- Diet purchasing interest
- Diet/weight loss interests
- Dieting / weight loss
- DK - interest - fitness and health
- DK - interest - fitness and health
- Donor - contributes to health charities - expanded
- Donor - contributes to health charities - precision
- Donors - health causes
- Ear, nasal, eye care - eye care - Alcon
- Ear, nasal, eye care - eye care - Ciba
- Ear, nasal, eye care - eye care - Visine
- Emotion - us - dealing with stress
- Enthusiast - retail - shopper at new or expectant mother
- Enthusiast - sports and healthy living
- Enthusiast - sports and healthy living - golf enthusiast
- Enthusiast - sports and healthy living - health enthusiast
- Enthusiast - sports and healthy living - outdoor enthusiast
- Enthusiast - sports and healthy living - sports enthusiast
- Enthusiasts - wellness
- EU - intent - health and diet
- Europe - Austria - health and fitness
- Europe - Belgium - health and fitness
- Europe - Denmark - health and fitness
- Europe - Finland - health and fitness
- Europe - France - dieting and weight loss
- Europe - France - health and fitness
- Europe - France - personal or health insurance
- Europe - Germany - dieting and weight loss
- Europe - Germany - health and fitness
- Europe - Germany - personal or health insurance
- Europe - Greece - health and fitness
- Europe - Italy - dieting and weight loss
- Europe - Italy - health and fitness
- Europe - Italy - personal or health insurance
- Europe - Netherlands - health and fitness
- Europe - Norway - health and fitness
- Europe - Poland - health and fitness
- Europe - Sweden - health and fitness
- Europe - Switzerland - health and fitness
- Europe - United Kingdom - dieting and weight loss
- Europe - United Kingdom - health and fitness
- Europe - United Kingdom - personal or health insurance
- Events - natal
- Exercise - aerobic
- Exercise - running / jogging
- Exercise - walking
- Exercise / health grouping
- Expectant, new and digital parents - digital parents - all
- Expectant, new and digital parents - expectant parents - all
- Expectant, new and digital parents - first time parents - all
- Expectant, new and digital parents - new parents - all
- Eye glasses contact lens and accessories - buyers
- Facial tissues category - puffs brands - puffs plus
- Family and parenting - pregnancy
- Family composition - children in household - expecting
- Family status - expectant parents - dads to be
- Family status - expectant parents - moms to be
- Fitness
- Fitness - avid runners - expanded
- Fitness - avid runners - precision
- Fitness - fitness enthusiast - expanded
- Fitness - fitness enthusiast - precision
- Fitness enthusiasts
- Focus - health and safety
- active buyers - beauty and wellness
- active buyers - fitness
- heavy consumer of shampoo
- hot prospects - baby health and safety
- hot prospects - dental insurance
- hot prospects - diet/exercise
- hot prospects - hair care
- hot prospects - health
- hot prospects - health insurance
- hot prospects - nail design and care
- hot prospects - skin care
- cpg - beauty. buys facial skincare
- cpg - beauty. buys shampoo
- cpg - beauty. buys skincare product
- health
- e-commerce: traditional goods
- household linen, clothes, health and beauty
- retail - health and beauty
- germany - health
- retail - health and beauty
- global - interest - health (en), salud (es), saude (pt)
- global - microsegment - skin (en), piel (es), pele (pt)
- global intent - health and personal care
- global interest - health and personal care
- global interest - healthy living
- groceries - health
- groceries - health - chemist bought from at least once a year
- groceries - health - chemist bought from at least once a year - amcal
- groceries - health - chemist bought from at least once a year - chemist warehouse
- groceries - health - chemist bought from at least once a year - chemmart
- groceries - health - chemist bought from at least once a year - priceline
- groceries - health - chemist bought from at least once a year - lerry white chemist
- supermarkets - supermarket bought from in last 4 weeks
- supermarkets - supermarket bought from in last 4 weeks - aldi
- supermarkets - supermarket bought from in last 4 weeks - coles
- supermarkets - supermarket bought from in last 4 weeks - iga
- supermarkets - supermarket bought from in last 4 weeks - woolworths
- supermarkets - supermarket most likely to consider
- supermarkets - supermarket most likely to consider - aldi
- supermarkets - supermarket most likely to consider - coles
- supermarkets - supermarket most likely to consider - costco
- supermarkets - supermarket most likely to consider - harris farm markets
- supermarkets - supermarket most likely to consider - iga
- supermarkets - supermarket most likely to consider - safeway
- health
- groceries - health - supermarket most likely to consider - woolworths
- groceries - health
- health - nutrition
- nutrition - dietitians and nutritionists
- nutrition - infant and toddlers
- nutrition - infant_and_toddlers
- nutrition - news and media
- nutrition - news_and_media
- nutrition - special diets
- nutrition - special_diet
- health - nutrition - teenagers
- health - plasters precut, private label
- health - senior health
- health - senior_health
- health - social
- health - social - health influencers
- health - social - health shoppers
- health - social - health video engagers
- health - vitamin supplements
- health - vitamin supplements - capsules/tablets, private label
- health - vitamins and dietary supplements - vitamins
- health - weight loss
- health - weight_loss
- health - willing to spend on beauty / health products
- health - womens health
- health - womens health - nutrition
- health - womens health - products
- health - womens_health
- health - womens_health - midwifery
- health - womens_health - nutrition
- health - womens_health - products
- health aids - allergy/hayfever remedies - capsules/lozenges/strips/tablet
- health aids - cold/flu remedies - capsules/lozenges/strips/tablets
- health aids - cold/flu remedies - granules/powder, single dose
- health aids - cotton wool - buds
- health aids - cotton wool - pads
- health aids - general analgesics - capsules/gum/tablets
- health aids - general analgesics - liquid internal use, multi dose
- health and beauty
- health and beauty - antacid tablets
- health and beauty - beauty - hair care
- health and beauty - beauty - nail care
- health and beauty - beauty - skin care
- health and beauty - cold/allergy/sinus
- health and beauty - cold/allergy/sinus - advil
- health and beauty - cold/allergy/sinus - allegra
- health and beauty - cold/allergy/sinus - benadryl
- health and beauty - cold/allergy/sinus - mucinex
- health and beauty - cold/allergy/sinus - tylenol
- health and beauty - denture products
- health and beauty - denture products - efferdent
- health and beauty - denture products - fixodent
- health and beauty - deodorant
- health and beauty - deodorant - axe
- health and beauty - deodorant - degree
- health and beauty - deodorant - dove
- health and beauty - deodorant - secret
- health and beauty - deodorant - suave
- health and beauty - eye care category
- health and beauty - facial tissues category
- health and beauty - facial tissues category - kleenex brands
- health and beauty - facial tissues category - puffs brands
- health and beauty - facial tissues category - scotties brands
- health and beauty - feminine hygiene category
- health and beauty - feminine hygiene category - always brands
- health and beauty - feminine hygiene category - kotex brands
- health and beauty - fitness - aerobics
- health and beauty - fitness - running
- health and beauty - fitness - walking
- health and beauty - hair care
- health and beauty - hair care - conditioner
- health and beauty - hair care - hair care - hair accessories
- health and beauty - hair care - hair care appliances
- health and beauty - hair care - hair shirt and conditioner
- health and beauty - hair care - hair treatment
- health and beauty - hair care - hair care - shampoo
- health and beauty - hair care accessories category
- health and beauty - hair care accessories category - goody brands
- health and beauty - hair conditioner
- health and beauty - hair conditioner - clairol
- health and beauty - hair conditioner - clear scalp and hair
- health and beauty - hair conditioner - dove
- health and beauty - hair conditioner - garnier fructis
- health and beauty - hair conditioner - l'oreal
- health and beauty - hair conditioner - pantene
- health and beauty - hair conditioner - suave
- health and beauty - hair conditioner - tresseme
- health and beauty - hand and body lotion
- health and beauty - hand and body lotion - aveeno
- health and beauty - hand and body lotion - lubriderm
- health and beauty - hand and body lotion - neutrogena
- health and beauty - hand and body lotion - nivea
- health and beauty - hand and body lotion - st ives
- health and beauty - hand and body lotion - suave
- health and beauty - hand and body lotion - vaseline
- health and beauty - hand and body lotion category - vaseline brands
- health and beauty - health - first aid
- health and beauty - health - health electronics
- health and beauty - health - massage tools
- health and beauty - health - vitamins and dietary supplements
- health and beauty - health - weight management
- health and beauty - health care - medicines and remedies
- health and beauty - health care - vitamins and nutrition
- health and beauty - medical services - aesthetic medicine
- health and beauty - medical services - allergist
- health and beauty - medical services - children's specializations
- health and beauty - medical services - dentist
- health and beauty - medical services - dermatologist
- health and beauty - medical services - gastroenterologist
- health and beauty - medical services - gp
- health and beauty - medical services - oculist
○ health and beauty - medical services - young parents
○ health and beauty - optical - contact lenses and lenses care products
○ health and beauty - oral hygiene category
○ health and beauty - oral hygiene category - aquafresh brands
○ health and beauty - oral hygiene category - arm and hammer brands
○ health and beauty - oral hygiene category - colgate brands
○ health and beauty - oral hygiene category - crest brands
○ health and beauty - oral hygiene category - listerine brands
○ health and beauty - oral hygiene category - oral-b brands
○ health and beauty - oral hygiene category - sensodyne brands
○ health and beauty - personal care - bath products
○ health and beauty - personal care - dental
○ health and beauty - personal care - dental care
○ health and beauty - personal care - deodorants
○ health and beauty - personal care - eye care
○ health and beauty - personal care - feminine products
○ health and beauty - personal care - foot care
○ health and beauty - personal care - shaving
○ health and beauty - personal care - vision care, contacts, and glasses
○ health and beauty - razors
○ health and beauty - razors - bic
○ health and beauty - razors - gillette
○ health and beauty - razors - schick
○ health and beauty - sanitary napkins/tampons
○ health and beauty - sanitary napkins/tampons - always
○ health and beauty - sanitary napkins/tampons - carefree
○ health and beauty - sanitary napkins/tampons - kotex
○ health and beauty - sanitary napkins/tampons - stayfree
○ health and beauty - sanitary napkins/tampons - tampax
○ health and beauty - shampoo
○ health and beauty - shampoo - alberto vo5
○ health and beauty - shampoo - aveeno
○ health and beauty - shampoo - clairol
○ health and beauty - shampoo - clear scalp and hair
○ health and beauty - shampoo - dove
○ health and beauty - shampoo - l'oreal
○ health and beauty - shampoo - neutrogena
○ health and beauty - shampoo - pantene
○ health and beauty - shampoo - suave
○ health and beauty - shampoo - tresseme
○ health and beauty - shampoo and conditioner category
○ health and beauty - shampoo and conditioner category - alberto vo5 brands
○ health and beauty - shampoo and conditioner category - clairol brands
○ health and beauty - shampoo and conditioner category - garnier brands
○ health and beauty - shampoo and conditioner category - head and shoulders brands
○ health and beauty - shampoo and conditioner category - pantene brands
○ health and beauty - shampoo and conditioner category - pantene pro-v
○ health and beauty - shampoo and conditioner category - suave brands
○ health and beauty - skin care
○ health and beauty - skin care - clearasil
○ health and beauty - skin care - johnsons clean and clear
○ health and beauty - skin care - l'oreal
○ health and beauty - skin care - neutrogena
○ health and beauty - skin care - ponds
○ health and beauty - skin care - simple
○ health and beauty - stomach upper g i category
○ health and beauty - suntan products
○ health and beauty - suntan products - coppertone
○ health and beauty - suntan products - l'oreal
○ health and beauty - suntan products - neutrogena
○ health and beauty - suntan products category
○ health and beauty - underarm deodorant category
○ health and beauty - underarm deodorant category - degree brands
○ health and beauty - underarm deodorant category - secret brands
○ health and beauty - upper respiratory medicine category
○ health and beauty - vitamins
○ health and beauty - vitamins - airborne
○ health and beauty - vitamins - caltrate
○ health and beauty - vitamins - centrum
○ health and beauty - vitamins - nature made
○ health and beauty - vitamins - schiff
○ health and beauty - vitamins and nutrition
○ health and beauty - vitamins and supplements category
○ health and beauty - vitamins and supplements category - nature made brands
○ health and beauty - vitamins and supplements category - natures bounty brands
○ health and beauty - vitamins and supplements category - sundown naturals brands
○ health and beauty buyers - antiperspirants and deodorants - axe
- health and beauty buyers - antiperspirants and deodorants - degree
- health and beauty buyers - antiperspirants and deodorants - old spice
- health and beauty buyers - cough and cold relief - halls
- health and beauty buyers - cough and cold relief - mucinex
- health and beauty buyers - cough and cold relief - vicks
- health and beauty buyers - hair care - suave
- health and beauty buyers - men's grooming - dove
- health and beauty buyers - men's grooming - suave men
- health and beauty buyers - skin care - aveeno
- health and beauty buyers - skin care - dove
- health and beauty buyers - skin care - neutrogena
- health and beauty buyers - skin care - st. ives
- health and beauty buyers - vitamins - nature made
- health and beauty buyers - vitamins - nature's bounty
- health and beauty products buyers
- health and diet - healthy living - expanded
- health and diet - healthy living - precision
- health and diet - on a diet - expanded
- health and diet - on a diet - precision
- health and diet - weight conscious - expanded
- health and diet - weight conscious - precision
- health and diet attitudes - image leader - expanded
- health and diet attitudes - image leader - precision
- health and exercise equipment - buyers
- health and fitness
- health and fitness - diet - dieting and weight loss
- health and fitness - diet - weight management
- health and fitness - dieters
- health and fitness - exercise
- health and fitness - exercise - fitness devices
- health and fitness - exercise - hiking
- health and fitness - exercise - running
- health and fitness - exercise enthusiasts
- health and fitness - fitness - dieting and weight loss
- health and fitness - interest
- health and fitness - interest - dieting / weight loss
- health and fitness - interest - exercise / health
- health and fitness - pharmacy patrons
- health and fitness - weight loss
- health and medical - health conditions - aches and pains
- health and medical - health conditions - allergies
- health and medical - health conditions - cold and flu
- health and medical - health conditions - hearing
- health and medical - health conditions - indigestion
- health and medical - health conditions - indigestion
- health and medical - health conditions - sleep issues
- health and medical - health conditions - stomach issues
- health and medical - medical terms - general practice
- health and medical - medical terms - medical facilities
- health and medical - medical terms - medical procedures
- health and medical - medical terms - nurse
- health and medical - medicine - cold and flu
- health and medical - medicine - vision
- health and well being
- health and well being - alliant nutraceutical supplements
- health and well being - fitness and exercise
- health and well being - health wellness and fitness
- health and well being - health, wellness and fitness
- health and well being - nutraceutical supplements
- health and well being - premium fitness and exercise
- health and well being - premium health and wellbeing
- health and well being - premium health and wellbeing
- health and well being - premium self-improvement
- health and well being - premium weight loss
- health and well being - self-improvement
- health and well being - weight loss
- health attitudes
- health attitudes - generic medication believers
- health attitudes - prefers name-brand medications
- health attitudes - vitamin believers
- health beauty and personal care - fitness - dieting and weight loss
- health beauty and personal care - fitness - strength training
- health beauty and personal care - health - allergies
- health beauty and personal care - health - natural medicine
- health beauty and personal care - health and fitness - fitness
- health beauty and personal care - health and fitness - nutrition
- health care
- health cause donor
- health cause donor - high income
- health cause donor - middle income
- health charitable donation
- health clubs - all buyers - 12 months
- health conscious
- health conscious - dental health seekers
- health conscious - fitness fansatics
- health conscious - weight loss seekers
- health insurance - likely acquisition channel - medical insurance from a fraternal or other membership group
- health insurance - likely acquisition channel - medical insurance from a union
- health insurance - likely acquisition channel - medical insurance from agent or broker representing many companies
- health insurance - likely acquisition channel - medical insurance from an agent representing one company
- health insurance - likely acquisition channel - medical insurance from medicaid
- health insurance - likely acquisition channel - medical insurance from medicare
- health insurance - likely acquisition channel - medical insurance from other government source
- health insurance - likely acquisition channel - medical insurance through direct mail or phone contact
- health insurance - likely acquisition channel - medical insurance through the internet
- health insurance - likely brand - aetna
- health insurance - likely brand - aflac
health insurance - likely brand - cigna
health insurance - likely brand - delta dental
health insurance - likely brand - group health cooperative
health insurance - likely brand - health net
health insurance - likely brand - humana
health insurance - likely brand - kaiser permanente
health insurance - likely brand - mutual of omaha
health insurance - likely brand - oxford
health insurance - likely brand - pacificare
health insurance - likely brand - state farm
health insurance - likely brand - unicare
health insurance - likely brand - united healthcare
health insurance - likely to have - have long term care insurance
health insurance - likely to have - you alone
health insurance - likely to have - you and other household members
health products purchasing interest
health reach extension
health reach extension - 0-1%
health reach extension - 1-5%
health reach extension - 10-15%
health reach extension - 15-20%
health reach extension - 20-30%
health reach extension - 5-10%
health, beauty and personal care - health and fitness - diet
health, beauty and personal care - health and fitness - fitness
health, beauty and personal care - health and fitness - health
health/beauty
health/beauty - 1 and 2 letter vitamins
health/beauty - acne treatments
health/beauty - acne treatments - neutrogena (any)
health/beauty - acne treatments - oxy (any)
health/beauty - acne treatments - stridex (any)
health/beauty - antacid liquid/powder
health/beauty - antacid tablets
health/beauty - antacid tablets - alka seltzer (any)
health/beauty - antacid tablets - beano
health/beauty - antacid tablets - beano (any)
health/beauty - antacid tablets - lactaid (any)
health/beauty - antacid tablets - pepcid ac (any)
health/beauty - antacid tablets - prevacid 24hr
health/beauty - antacid tablets - prilosec otc
health/beauty - antacid tablets - tums
health/beauty - antacid tablets - zegerid otc
health/beauty - antacid/analgesic combo
health/beauty - blades
health/beauty - blades - disposable
health/beauty - body accessory
health/beauty - body anti-aging
health/beauty - bronzer
health/beauty - cold/allergy/sinus
health/beauty - cold/allergy/sinus - advil
health/beauty - cold/allergy/sinus - advil (any)
health/beauty - cold/allergy/sinus - alka seltzer plus
health/beauty - cold/allergy/sinus - allegra
health/beauty - cold/allergy/sinus - allegra (any)
health/beauty - cold/allergy/sinus - benadryl
health/beauty - cold/allergy/sinus - benadryl (any)
health/beauty - cold/allergy/sinus - childrens benadryl (any)
health/beauty - cold/allergy/sinus - childrens robidus sin (any)
health/beauty - cold/allergy/sinus - childrens triaminic
health/beauty - cold/allergy/sinus - claritin
health/beauty - cold/allergy/sinus - claritin (any)
health/beauty - cold/allergy/sinus - claritin d
health/beauty - cold/allergy/sinus - cold eeze
health/beauty - cold/allergy/sinus - coricidin hbp
health/beauty - cold/allergy/sinus - health a2z
health/beauty - cold/allergy/sinus - mucinex (any)
health/beauty - cold/allergy/sinus - mucinex dm
health/beauty - cold/allergy/sinus - nobrand
health/beauty - cold/allergy/sinus - sudafed (any)
health/beauty - cold/allergy/sinus - tylenol
health/beauty - cold/allergy/sinus - vicks (any)
health/beauty - cold/allergy/sinus - zicam (any)
health/beauty - cold/allergy/sinus - zyrtec
health/beauty - cold/allergy/sinus liquid/powder
health/beauty - cold/allergy/sinus tablets
health/beauty - cold/allergy/sinus tablets - mucinex
health/beauty - cotton balls/pads
health/beauty - cotton swabs
health/beauty - cotton swabs - q tips
health/beauty - dandruff shampoo
health/beauty - dental care
health/beauty - dental care - aquafresh
health/beauty - dental care - arm and hammer
health/beauty - dental care - colgate
health/beauty - dental care - crest
health/beauty - dental care - johnson and johnson
health/beauty - dental care - oral b
health/beauty - dental care - sensodyne
health/beauty - dental floss
health/beauty - dental floss/tools
health/beauty - dental floss/tools - aim (any)
health/beauty - dental floss/tools - braun oral b (any)
health/beauty - dental floss/tools - johnson and johnson reach
health/beauty - dental floss/tools - johnson and johnson reach clin brst
health/beauty - dental floss/tools - oral b glide pro
health/beauty - dental floss/tools - oral b glide pro health
health/beauty - dental floss/tools - reach access
health/beauty - dental floss/tools - reach access (any)
health/beauty - dental floss/tools - sea bond
health/beauty - dental floss/tools - sonicare (any)
health/beauty - denture adhesives
health/beauty - denture cushions
health/beauty - denture products
health/beauty - denture products - efferdent
health/beauty - denture products - efferdent (any)
health/beauty - denture products - fixodent
health/beauty - denture products - fixodent (any)
health/beauty - denture products - polident
health/beauty - denture products - super poligrip
health/beauty - deodorant
health/beauty - deodorant - almay
health/beauty - deodorant - arm and hammer (any)
- health/beauty - sanitary napkins/tampons - stayfree ultra thin
- health/beauty - sanitary napkins/tampons - tampax
- health/beauty - sanitary napkins/tampons - tampax (any)
- health/beauty - sanitary napkins/tampons - tampax pearl
- health/beauty - sanitary napkins/tampons - tampax radiant
- health/beauty - sanitary napkins/tampons - u by kotex barely there
- health/beauty - sanitary napkins/tampons - u by kotex clean wear
- health/beauty - sanitary napkins/tampons - u by kotex click
- health/beauty - shampoo
- health/beauty - shampoo - alberto vo 5
- health/beauty - shampoo - alberto vo 5 (any)
- health/beauty - shampoo - aveeno
- health/beauty - shampoo - clairol
- health/beauty - shampoo - clear scalp and hair (any)
- health/beauty - shampoo - dove
- health/beauty - shampoo - head and shoulders classic clean
- health/beauty - shampoo - loreal
- health/beauty - shampoo - neutrogena
- health/beauty - shampoo - pantene
- health/beauty - shampoo - pantene pro v fine
- health/beauty - shampoo - suave
- health/beauty - shampoo - suave (any)
- health/beauty - shampoo - suave naturals
- health/beauty - shampoo - tressemme
- health/beauty - shampoo and conditioner combo pack
- health/beauty - shaving cream
- health/beauty - shaving cream - barbasol
- health/beauty - shaving cream - barbasol (any)
- health/beauty - shaving cream - edge
- health/beauty - shaving cream - edge (any)
- health/beauty - shaving cream - gillette
- health/beauty - shaving cream - gillette foamy
- health/beauty - shaving cream - gillette fusion hydrgel
- health/beauty - shaving cream - gillette fusion proglide
- health/beauty - shaving cream - gillette satin care
- health/beauty - shaving cream - gillette satin care olay
- health/beauty - shaving cream - gillette series
- health/beauty - shaving cream - schick hydro
- health/beauty - shaving cream - skintimate (any)
- health/beauty - shaving cream - skintimate signature scents
- health/beauty - shaving cream - skintimate skintherapy
- health/beauty - skin care
- health/beauty - skin care - clearasil
- health/beauty - skin care - johnsons clean and clear
- health/beauty - skin care - loreal
- health/beauty - smelling salts
- health/beauty - soap
- health/beauty - soap - aveeno
- health/beauty - soap - caress
- health/beauty - soap - clairol
- health/beauty - soap - dial
- health/beauty - soap - dial for men
- health/beauty - soap - dove
- health/beauty - soap - dove (any)
- health/beauty - soap - dove deep moisture
- health/beauty - soap - dove men plus care
- health/beauty - soap - lever 2000
- health/beauty - soap - method
- health/beauty - soap - neutrogena
- health/beauty - soap - softsoap
- health/beauty - soap - suave
- health/beauty - soap - suave (any)
- health/beauty - soap - suave for men
- health/beauty - sunscreen/insect repellent
- health/beauty - suntan lotion and oil
- health/beauty - suntan products
- health/beauty - suntan products - banana boat (any)
- health/beauty - suntan products - coppertone
- health/beauty - suntan products - coppertone (any)
- health/beauty - suntan products - coppertone sport
- health/beauty - suntan products - hawaiian tropic (any)
- health/beauty - suntan products - loreal
- health/beauty - suntan products - neutrogena
- health/beauty - supplements
- health/beauty - supplements - caltrate
- health/beauty - tampon holders
- health/beauty - tampons
- health/beauty - tooth bleaching/whitening/pwdr/pl
- health/beauty - toothbrushes
- health/beauty - toothbrushes - colgate (any)
- health/beauty - toothbrushes - colgate 360
- health/beauty - toothbrushes - dr fresh (any)
- health/beauty - toothbrushes - reach (any)
- health/beauty - toothbrushes - reach advanced
- health/beauty - toothbrushes - sunstar g u m (any)
- health/beauty - toothpaste
- health/beauty - toothpaste - aim
- health/beauty - toothpaste - aquafresh
- health/beauty - toothpaste - aquafresh extreme clean
- health/beauty - toothpaste - arm and hammer advance white
- health/beauty - toothpaste - biotene
- health/beauty - toothpaste - close up
- health/beauty - toothpaste - colgate
- health/beauty - toothpaste - colgate (any)
- health/beauty - toothpaste - colgate maxclean smartfoam
- health/beauty - toothpaste - colgate maxfresh
- health/beauty - toothpaste - colgate maxwhite
- health/beauty - toothpaste - colgate optic white
- health/beauty - toothpaste - colgate sensitive
- health/beauty - toothpaste - colgate sensitive pro relief
- health/beauty - toothpaste - colgate total
- health/beauty - toothpaste - colgate total advanced deep cln
- health/beauty - toothpaste - colgate total advanced whitening
- health/beauty - toothpaste - colgate total zx pro shield
health/beauty - toothpaste - colgate totl advanced frsh + whtn
health/beauty - toothpaste - colgate triple action
health/beauty - toothpaste - colgate whitening
health/beauty - toothpaste - crest
health/beauty - toothpaste - crest3d white
health/beauty - toothpaste - crest3d white vivid
health/beauty - toothpaste - crest complete multi benefit dp cln
health/beauty - toothpaste - crest complete multi benefit whitening p
health/beauty - toothpaste - crest extra white + scop outlst
health/beauty - toothpaste - crest extra whitening
health/beauty - toothpaste - crest pro health clinical
health/beauty - toothpaste - crest pro health enamel shield
health/beauty - toothpaste - crest pro health whitening
health/beauty - toothpaste - crest whitening
health/beauty - toothpaste - crest whitening plus scope
health/beauty - toothpaste - mentadent advanced (any)
health/beauty - toothpaste - natural white sensitive
health/beauty - toothpaste - orajel (any)
health/beauty - toothpaste - oral b stages (any)
health/beauty - toothpaste - pepsodent
health/beauty - toothpaste - sensodyne
health/beauty - toothpaste - sensodyne pronamel
health/beauty - toothpaste - toms of maine
health/beauty - toothpaste - toms of maine (any)
health/beauty - toothpaste - ultra brite (any)
health/beauty - toothpaste - ultra brite advanced whitening
health/beauty - vitamins
health/beauty - vitamins - airborne
health/beauty - vitamins - airborne (any)
health/beauty - vitamins - align
health/beauty - vitamins - centrum
health/beauty - vitamins - centrum (any)
health/beauty - vitamins - centrum silver
health/beauty - vitamins - citracal
health/beauty - vitamins - ester c
health/beauty - vitamins - flintstones
health/beauty - vitamins - flintstones (any)
health/beauty - vitamins - gnc
health/beauty - vitamins - joint juice
health/beauty - vitamins - lil critters (any)
health/beauty - vitamins - lil critters gummyvites
health/beauty - vitamins - nature made
health/beauty - vitamins - nature made (any)
health/beauty - vitamins - natures beauty (any)
health/beauty - vitamins - natures bounty
health/beauty - vitamins - natures bounty (any)
health/beauty - vitamins - natures way
health/beauty - vitamins - natures way (any)
health/beauty - vitamins - one a day womens
health/beauty - vitamins - osteo bi flex (any)
health/beauty - vitamins - schiff
health/beauty - vitamins - schiff digestive advantage dp cln
health/beauty - vitamins - schiff mega red
health/beauty - vitamins - schiff move free
health/beauty - vitamins - sundown (any)
health/beauty - vitamins - sundown naturals
health/beauty - vitamins - vacltv
health/beauty - vitamins - vitafusion multi vites
health/beauty - vitamins - kids
health/beauty - vitamins - kids - nature made (any)
health/beauty - vitamins - supplements
health/beauty - vitamins - supplements - caltrate (any)
health/beauty - vitamins - supplements - gnc
health/beauty - vitamins - supplements - lil critters (any)
health/beauty - vitamins - supplements - nature made (any)
health/beauty - vitamins - supplements - sundown (any)
health/beauty - vitamins - supplements - sundown naturals
health/beauty - weight control
health/beauty - weight control - candytablets
health/beauty - women's gift packs
health/medical
healthcare
healthcare - beltone hearing aid center
healthcare - health
healthcare - healthy living
healthcare - healthy living - eating healthy
healthcare - healthy living - exercise regularly
healthcare - healthy living - health attitude
healthcare - hearing aids by miracle ear
healthcare - quest diagnostics
healthcare products
healthcare products - cold/allergy/sinus
healthcare products - cold/allergy/sinus - advil cold/sinus
healthcare products - cold/allergy/sinus - alka-seltzer plus cold
healthcare products - cold/allergy/sinus - allegra
healthcare products - cold/allergy/sinus - benadryl allergy and sinus
healthcare products - cold/allergy/sinus - claritin
healthcare products - cold/allergy/sinus - delsym
healthcare products - cold/allergy/sinus - halls
healthcare products - cold/allergy/sinus - robbitussin cold
healthcare products - cold/allergy/sinus - sudafed cold/sinus
healthcare products - cold/allergy/sinus - theraflu
healthcare products - cold/allergy/sinus - tylenol allergy/sinus
healthcare products - cold/allergy/sinus - tylenol cold
healthcare products - cold/allergy/sinus - tylenol flu
healthcare products - cold/allergy/sinus - vicks 44 cough
healthcare products - cold/allergy/sinus - vicks dayquil
healthcare products - cold/allergy/sinus - vicks nyquil
healthcare products - cold/allergy/sinus - vicks vaporub
healthcare products - cough remedies - cough syrup-use most- delsym
healthcare products - cough remedies - cough syrup-use most-halls
healthcare products - cough remedies - cough syrup-use most-robitussin
- healthcare products - cough remedies - cough syrup use most-tYLENOL
- healthcare products - cough remedies - cough syrup use most-vicks 44 cough
- healthcare products - cough remedies - cough syrup use most-vicks nyquil cough
- healthcare products - first aid
- healthcare products - first aid - bac- tine
- healthcare products - first aid - band-aid
- healthcare products - first aid - benadryl
- healthcare products - first aid - calamine
- healthcare products - first aid - cortizone
- healthcare products - first aid - curad
- healthcare products - first aid - firstaid band/antibiotic rem-use most-bactine
- healthcare products - first aid - firstaid band/antibiotic rem-use most-band-aid
- healthcare products - first aid - firstaid band/antibiotic rem-use most-benadryl
- healthcare products - first aid - firstaid band/antibiotic rem-use most-calamine lotion
- healthcare products - first aid - firstaid band/antibiotic rem-use most-cortizone
- healthcare products - first aid - firstaid band/antibiotic rem-use most-curad
- healthcare products - first aid - firstaid band/antibiotic rem-use most-jj cream
- healthcare products - first aid - firstaid band/antibiotic rem-use most-neosporin
- healthcare products - first aid - johnson and johnson cream
- healthcare products - first aid - neosporin
- healthcare products - over the counter medications - cold/allergy/sinus
- healthcare products - sore throat
- healthcare products - sore throat - cepacol
- healthcare products - sore throat - chloraseptic
- healthcare products - sore throat - luden's
- healthcare products - sore throat - ricola
- healthcare products - sore throat - sore throat prod- use most-cepa-col
- healthcare products - sore throat - sore throat prod- use most-chloraseptic
- healthcare products - sore throat - sore throat prod- use most-halls
- healthcare products - sore throat - sore throat prod- use most-luden's
- healthcare products - sore throat - sore throat prod- use most-ricola
- healthcare products - sore throat - sore throat prod- use most-robilusin honeydrop
- healthcare products - sore throat - sore throat prod- use most-tYLENOL sore throat
- healthcare products - sore throat - sore throat prod- use most-vicks
- healthcare products - vitamins/minerals
- healthcare products - vitamins/minerals - caltrate
- healthcare products - vitamins/minerals - centrum
- healthcare products - vitamins/minerals - one-a-day woman's formula
- healthcare products - vitamins/minerals - vitamin/mineral brand-use most-caltrate
- healthcare products - vitamins/minerals - vitamin/mineral brand-use most-centrum
- healthcare products - vitamins/minerals - vitamin/mineral brand-use most-centrum silver
- healthcare products - vitamins/minerals - vitamin/mineral brand-use most-one-a-day womans formula
- health generation
- healthy
- healthy lifestyles
- healthy living
- healthy living - dieting and weight loss
- healthy living - eating healthy - active
- healthy living - eating healthy - no diet
- healthy living - exercise regularly - club
- healthy living - exercise regularly - home
- healthy living - exercise regularly - other facility
- healthy living - health and fitness
- healthy living - health attitude - alternatives
- healthy living - health attitude - brand name traditionalist
- healthy living - health attitude - consult my pharmacist
- healthy living - health attitude - doctor knows best
- healthy living - health attitude - exercise regularly
- healthy living - health attitude - generic traditionalist
- healthy living - health attitude - i'm my own doctor
- healthy living - health attitude - regular check-ups
- healthy living - health attitude - seeking new ways to be healthy
- healthy living intent
- heart health products purchasing intere
- historical buyer of - charitable donations - health
- historical buyer of - health and beauty products
- hobbies and interest - sports - fitness enthusiasts
- hobbies and interests - cardio machine
- hobbies and interests - fitness walking
- hobbies and interests - leisure activities/hobbies - cardio machine-participate every chance i get
- hobbies and interests - leisure activities/hobbies - fitness walk-participate every chance i get
- hobbies and interests - leisure activities/hobbies - participate in physical fitness program at home
- hobbies and interests - leisure activities/hobbies - physical fitness program-regular participates last 12 months
- hobbies and interests - physical fitness program
- hobbies and interests - workout at home
- home - cooking - special diets
- home - cooking - special diete
- home and family - health and beauty - dieting and weight loss
- home and family - health and beauty - health
- home electronics - health appliances
- hot prospects - baby health and safety
- hot prospects - diet and exercise
- hot prospects - health
- hot prospects - health insurance
- household - dental care
- household - dental care - aquafresh
- household - dental care - arm and hammer
- household - dental care - colgate
- household - dental care - crest
- household - dental care - johnson and johnson
- household - dental care - oral b
- household - dental care - reach access
- household - dental care - sensodyne
- household - health and fitness - diet products
- household - health and fitness - health and wellness
- household - health and fitness - heavy vitamin and dietary supplement
- household - health and fitness - physical fitness clubs
- household - health and fitness - pilates/yoga
- household - lifestyles - alternative medicine
- household supplies - first aid category
- household supplies - first aid category - johnson and johnson brands
- in market - health goods
- in-market - consumer packaged goods (cpg) - health and beauty
- in-market - pharmaceuticals
- in-market - pharmaceuticals - medical supplies shops
- in-market - retail - health and beauty shoppers
- in-market - services - health
- inferred - healthcare and beauty
- insurance - currently have - health insurance
- insurance - have private health insurance
- insurance - health - 0-3 months
- insurance - health - 0-6 months
- insurance - health insurance
- insurance - health insurance - likely acquisition channel
- insurance - health insurance - likely brand
- insurance - health insurance - likely to have
- insurance - health insurance - likely to have dental insurance
- insurance - insurance source - employer provided insurance (health)
- insurance - insurance source - self-insured (health)
- insurance - insurance source - uninsured (health)
- insurance - insurance source - works for a small company that offers health insurance - works for a small company that offers health insurance: highly likely
- insurance - insurance source - works for a small company that offers health insurance - works for a small company that offers health insurance: likely
- insurance - insurance source - works for a small company that offers health insurance - works for a small company that offers health insurance: unlikely
- insurance - medicare plan d prescription drug
- insurance - medicare plan d prescription drug purchasers - medicare plan d prescription drug purchasers: unlikely
- insurance - other insurance - likely other medical insurance
- insurance - source - employer provided insurance (health) - employer provided insurance (health): highly likely
- insurance - source - employer provided insurance (health) - employer provided insurance (health): likely
- insurance - source - employer provided insurance (health) - employer provided insurance (health): unlikely
- insurance - source - self-insured (health) - self-insured (health): highly likely
- insurance - source - self-insured (health) - self-insured (health): likely
- insurance - source - self-insured (health) - self-insured (health): unlikely
- insurance - source - uninsured (health) - uninsured (health): highly likely
- insurance - source - uninsured (health) - uninsured (health): likely
- insurance - source - uninsured (health) - uninsured (health): unlikely
- insurance - source - works for a small company that offers health insurance - works for a small company that offers health insurance: highly likely
- insurance - source - works for a small company that offers health insurance - works for a small company that offers health insurance: likely
- insurance - source - works for a small company that offers health insurance - works for a small company that offers health insurance: unlikely
- intent - cpg - health and beauty
- intent - health and personal care
- intent - healthy diet
- intent - insurance - health
- intent - paint spray intake
- intent - pharmaceutical
- intent - pharmaceutical - pharmacy patrons
- intent - services - health medicine
- intent - services - medicine and health
- intent - shopping - health and beauty
- interest - aerobic exercise
- interest - beauty - dental care
- interest - beauty - diet
- interest - beauty - hair care
- interest - beauty - skin care
- interest - diet and fitness
- interest - diet and fitness - cycling
- interest - diet and fitness - diet and weight loss
- interest - diet and fitness - fitness and exercise
- interest - diet and fitness - health and wellness
- interest - diet and fitness - running
- interest - diet and fitness - yoga
- interest - dieting and weight loss
- interest - exercise of running / jogging
- interest - exercise of walking
- interest - exercise products or services
- interest - exercise/health products or services
- interest - family and parenting - pregnancy
- interest - fitness
interest - general interest - health
interest - health
interest - health - alternative medicine
interest - health - health and disease
interest - health - health care
interest - health - health service
interest - health - healthy lifestyle
interest - health - kampo
interest - health - looking for a diet program
interest - health - nutrition care
interest - health - well-being
interest - health and beauty
interest - health and beauty - anatomy
interest - health and beauty - beauty center
interest - health and beauty - child care
interest - health and beauty - dentist
interest - health and beauty - diet and nutrition
interest - health and beauty - female
interest - health and beauty - hair products
interest - health and beauty - health products
interest - health and beauty - health and care products
interest - health and beauty - healthcare and medicine
interest - health and beauty - male
interest - health and beauty - medicine
interest - health and beauty - pharmacy
interest - health and beauty - relaxation therapy
interest - health and beauty - toiletries
interest - health and fitness
interest - health and fitness - aged care
interest - health and fitness - alternative medicine
interest - health and fitness - counselling
interest - health and fitness - dental care
interest - health and fitness - gym and gym
interest - health and fitness - gym membership
interest - health and fitness - male
interest - health and fitness - medical
interest - health and fitness - medicine
interest - health and fitness - smoking cessation
interest - health and fitness - stress management
interest - health and fitness - weight loss
interest - health and medical care
interest - health and personal care
interest - health and personal care - fitness
interest - health and personal care - men
interest - health and personal care - men's health
interest - health and personal care - pharma products
interest - health and personal care - wellness
interest - health and personal care - woman
interest - health and personal care - women's health
interest - health beauty and personal care
interest - health beauty and personal care - face and body care
interest - health beauty and personal care - fitness
interest - health beauty and personal care - hair care
interest - health beauty and personal care - health
interest - health beauty and personal care - nutrition
interest - health beauty and personal care - wellness
interest - health beauty and style
interest - health beauty and style - vitamins and supplements
interest - health or the medical field
interest - healthy diet
interest - healthy lifestyles
interest - healthy living
interest - healthy living - fitness
interest - healthy living - nutrition and diets
interest - health and beauty - massage therapy
interest - hobbies - fitness
interest - insurance - health
interest - insurance - health insurance
interest - insurance - medical insurance
interest - lifestyle - healthy living
interest - lifestyles - healthy living
interest - nursing
interest - parenting - pregnancy
interest - parenting - pregnant
interest - pregnancy_birth
interest - presence of children - pregnancy
interest - recipe - diet
interest - science - health
interest - seasonal retail - health and beauty
interest - sport - fitness
interest - with kids - pregnancy
interest and activity - health and fitness
interest and activity - health and fitness - avid cyclists
interest and activity - health and fitness - avid hikers
interest and activity - health and fitness - avid runners
interest and activity - health and fitness - avid skiers
interest and activity - health and fitness - calorie counters
interest and activity - health and fitness - fitness device owners
interest and activity - health and fitness - health and fitness enthusiasts
interest model: lifestyle - health living
interest segments - health
interests - beauty and personal care - fitness
interests - beauty and personal care - hair care and products
interests - beauty and personal care - weight loss
interests - dental care
interests - family and parenting - pregnancy
interests - fitness and wellness
interests - fitness and wellness - dieting
interests - fitness and wellness - nutrition
interests - fitness and wellness - physical exercise
interests - fitness and wellness - physical fitness
interests - fitness and wellness - running
interests - health and fitness
interests - health and fitness - allergies
interests - health and fitness - alternative medicine
interests - health and fitness - beauty service
interests - health and fitness - cold and flu
interests - health and fitness - dental care
interests - health and fitness - herbs for health
interests - health and fitness - hospital
interests - health and fitness - men's health
interests - health and fitness - pediatrics
interests - health and fitness - senior health
interests - health and fitness - sleep disorders
interests - health and fitness - smoking cessation
interests - health and fitness - weight loss
- life stage - expecting a baby
- life stage - expecting baby
- life stage - family status - expectant parents
- lifestyle - charities - contributes to health charities
- lifestyle - conduct own research on healthcare topics
- lifestyle - donor - health causes donor
- lifestyle - exercise regularly
- lifestyle - eye wear - contact lenses
- lifestyle - eye wear - glasses
- lifestyle - fitness buff
- lifestyle - gym and health - 24 hour fitness
- lifestyle - gym and health - 9 round
- lifestyle - gym and health - anytime fitness
- lifestyle - gym and health - bannatyne's
- lifestyle - gym and health - blink fitness
- lifestyle - gym and health - crossfit
- lifestyle - gym and health - curves
- lifestyle - gym and health - david lloyd leisure
- lifestyle - gym and health - dw fitness
- lifestyle - gym and health - esporta
- lifestyle - gym and health - fitness first
- lifestyle - gym and health - fitness together
- lifestyle - gym and health - gold's gym
- lifestyle - gym and health - healthy lifestyle
- lifestyle - gym and health - jazzercise
- lifestyle - gym and health - koko fitclub
- lifestyle - gym and health - la fitness
- lifestyle - gym and health - lucille Roberts
- lifestyle - gym and health - new york sports clubs
- lifestyle - gym and health - orangetheory
- lifestyle - gym and health - planet fitness
- lifestyle - gym and health - powerhouse
- lifestyle - gym and health - pure barre
- lifestyle - gym and health - retro fitness
- lifestyle - gym and health - snap fitness
- lifestyle - gym and health - the gym
- lifestyle - gym and health - virgin active
- lifestyle - gym and health - ymca
- lifestyle - gym and health - youth fitness clubs
- lifestyle - has flexible spending account (fsa)
- lifestyle - has health savings account (hsa)
- lifestyle - has prescription plan: through employer
- lifestyle - has vision coverage
- lifestyle - health
- lifestyle - health - healthy lifestyle
- lifestyle - healthy living
- lifestyle - healthy living - extreme activities
- lifestyle - healthy living - new age enthusiasts
- lifestyle - in good physical health
- lifestyle - interest - dieting
- lifestyle - interest - fitness and exercise
- lifestyle - interest - weight loss
- lifestyle - participate in hmo - employer sponsored
- lifestyle - participate in hmo - individual purchase
- lifestyle - participate in hmo plan
- lifestyle - participate in medicare: all parts a - d
- lifestyle - participate in ppo - employer sponsored
- lifestyle - participate in ppo - individual purchase
- lifestyle - participate in ppo plan
- lifestyle - participate in smoking cessation
- lifestyle - participate in stress management
- lifestyle - participate in weight management plan
lifestyle - participate in well babyprenatal program
lifestyle - prescription plan: individually-purchased
lifestyle - received massage therapy
lifestyle - the fitness buff
lifestyle - uninsured: no hmo, ppo, pos, or medicare
lifestyle - visited a chiropractor
lifestyle - visited a free health clinic
lifestyle - visited a physical therapist
lifestyle - visited an urgent care center
lifestyle and interests - exercise / sports
lifestyle and interests - fitness
lifestyle and interests - health and diet
lifestyle and interests - health and fitness
lifestyle and interests - health and fitness - dieters
lifestyle and interests - health and fitness - fitness enthusiasts
lifestyle and interests - healthy eating
lifestyle and interests - medical
lifestyle and interests - moms - fitness mothers
lifestyle change expected - birth of a child
lifestyle statements - health and diet - active health management: above average
lifestyle statements - health and diet - active health management: average
lifestyle statements - health and diet - active health management: below average
lifestyle statements - health and diet - active health management: far above average
lifestyle statements - health and diet - active health management: far below average
lifestyle statements - health and diet - consider my diet to be very healthy
lifestyle statements - health and diet - don't have time to prepare/eat healthy meal
lifestyle statements - health and diet - friends ask my advice about health/nutrition
lifestyle statements - health and diet - health and image leader: above average
lifestyle statements - health and diet - health and image leader: average
lifestyle statements - health and diet - health and image leader: below average
lifestyle statements - health and diet - health and image leader: far above average
lifestyle statements - health and diet - health and image leader: far below average
lifestyle statements - health and diet - i like to try new drinks
lifestyle statements - health and diet - i like to try new recipes
lifestyle statements - health and diet - i make sure i exercise regularly
lifestyle statements - health and diet - i often eat frozen dinners
lifestyle statements - health and diet - i often feel i over-eat
lifestyle statements - health and diet - i really enjoy cooking
lifestyle statements - health and diet - i'll try any new diet
lifestyle statements - health and diet - too busy to take care of myself as i should
lifestyle statements - health and diet - too busy to take care of myself as i should
lifestyle statements - pharmacy - actively seek info about nutrition/diet
lifestyle statements - pharmacy - always look for most advertised meds available
lifestyle statements - pharmacy - first sign of pain, i take medicine
lifestyle statements - pharmacy - health info by drug companies is useful
lifestyle statements - pharmacy - i am comfortable to register on health websites
lifestyle statements - pharmacy - i frequently take preventive medicine
lifestyle statements - pharmacy - i gather health info from newsletters
lifestyle statements - pharmacy - i gather health information from website
lifestyle statements - pharmacy - i only use drug brands recommended by doctor
lifestyle statements - pharmacy - i rely on my doctor to guide me on medical/health matters
lifestyle statements - pharmacy - i take non prescription meds as soon as sick
lifestyle statements - pharmacy - important to go to doctor when i'm ill
lifestyle statements - pharmacy - look info to choose healthcare treatment
lifestyle statements - shopping - look for organic/natural in health/beauty products
lifestyle - contributors - health
lifestyle - healthy and fit
lifestyles - healthy and fit
lifestyles and interests - dietconscious households
lifestyles and interests - dietconscious households - diet conscious households: highlylikely
lifestyles and interests - dietconscious households - diet conscious households: likely
lifestyles and interests - dietconscious households - diet conscious households: unlikely
lifestyles and interests - healthy households - healthy households: highlylikely
lifestyles and interests - healthy households - healthy households: likely
lifestyles and interests - healthy households - healthy households: unlikely
lifestyles and interests - nutrition and diet enthusiasts
lifestyles and interests - vitamins and supplements enthusiasts
lifestyles and interests - weight control enthusiasts
local - general attitudes - i am taking steps now to stay healthy in the future
local - general attitudes - i have no confidence in the health care system
marketing category - healthcare
medical
medical insurance - medical insurance - group health
medical insurance - medical insurance - hmo
men's lifestyle - fashion, fitness, and grooming
mexico - health
mexico - interest - health (en), salud (es), saude (pt)
mexico - microsegment - skin (en), piel (es), pele (pt)
mexico - retail - health and beauty
o middle east - egypt - health and fitness
o middle east - gulf cooperation council - health and fitness
o middle east - saudi arabia - health and fitness
o middle east - turkey - health and fitness
o middle east - united arab emirates - health and fitness
o mobile audience - lifestyle - gym and health
o mobile audience - lifestyle - health
o mobile audience - lifestyle - hospital and healthcare workers
o mobile audience - public - healthcare
o mobile audience - public - hospital
o mobile audience - retail - health conscious shoppers
o mobile audience - retail - pharmacy shoppers
o natural health products purchasing inte
o newborn network - expectant parents
o newborn network - expectant, new and digital parents
o newborn network - expectant, new and digital parents - affluent moms and dads
o newborn network - expectant, new and digital parents - african american moms and dads
o newborn network - expectant, new and digital parents - all
o newborn network - expectant, new and digital parents - dads
o newborn network - expectant, new and digital parents - green aware moms and dads
o newborn network - expectant, new and digital parents - moms
o no - intent - fitness and health
o no - interest - fitness and health
o non-profit and social causes - non-profit donors - health
o offline brand purchasers - carefree pantyliners
o offline brand purchasers - healthy choice
o offline brand purchasers - skin bracer asl
o offline diet product buyer
o offline product purchasers - cold and flu medicine
o offline product purchasers - cough and cold remedies
o offline product purchasers - deodorant
o offline product purchasers - eye care
o offline product purchasers - feminine care / sanitary protection
o offline product purchasers - first aid
o offline product purchasers - grooming aids
o offline product purchasers - hair care
o offline product purchasers - protein/health bars
o offline product purchasers - skin care preparations
o offline product purchasers - toothbrushes, floss, accessories
o offline product purchasers - toothpaste
o offline product purchasers - vitamins
o offline product purchasers - weight control and diet aids
o online buyer - personal health
o oral hygiene category - colgate brands - colgate
o oral hygiene category - colgate brands - colgate total
o oral hygiene category - colgate brands - colgate total advanced
o oral hygiene category - crest brands - crest
o oral hygiene category - crest brands - crest 3d white
o oral hygiene category - crest brands - crest pro-health
o other insurance - likely other medical insurance - disability insurance due to loss of income through medical causes
o other insurance - likely other medical insurance - long term care insurance
o other insurance - likely other medical insurance - vision care insurance
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - ever use sudafed cold and sinus
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - ever use tylenol allergy/sinus
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use last 12m: allegra
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-advil cold/sinus
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-alka-seltzer plus
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-benadryl allergy and
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-claritin
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-robitussin cold
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-theraflu
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-tylenol
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-tylenol cold
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-tylenol flu
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-tylenol sinus
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-vicks dayquil
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-vicks nyquil
o over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy - use most-vicks vaporub
o over-the-counter remedies
o over-the-counter remedies - analgesics
o over-the-counter remedies - analgesics - advil
o over-the-counter remedies - analgesics - advil pm
o over-the-counter remedies - analgesics - aleve
o over-the-counter remedies - analgesics - bayer
o over-the-counter remedies - analgesics - benGay
o over-the-counter remedies - analgesics - excedrin
o over-the-counter remedies - analgesics - icy hot
o over-the-counter remedies - analgesics - tylenol
o over-the-counter remedies - bausch and lomb
o over-the-counter remedies - cough and cold
o over-the-counter remedies - cough and cold - afrin
o over-the-counter remedies - cough and cold - claritin
o over-the-counter remedies - cough and cold - vicks nyquil
past purchase - vitamins/health products - dollars spent: 31-218
past purchase - vitamins/health products - number of purchases: 5-999
past purchase - vitamins/health products - power buyer
past purchases - consumer packaged goods (cpg) - health and beauty
past purchases - health and beauty products
personal care - baby products - baby oil and baby lotion - use most-johnson's babylotion
personal care - baby products - baby oil and baby lotion - use most-johnson's baby oil
personal care - baby products - babychildren shampoo-use most-johnson's babyshampoo
personal care - baby products - jandj baby lotion
personal care - baby products - jandj baby shampoo
personal care - dental - mouthwash
personal care - dental - tooth brushes
personal care - dental - toothpaste
personal care - dental floss - dental floss - brand use most-burger-999
personal care - dental floss - dental floss - brand use most-johnson and johnson reach
personal care - dental floss - dental floss - brand use most-oral-b
personal care - deodorants
personal care - deodorants - arrid xx
personal care - deodorants - axe
personal care - deodorants - ban classic
personal care - deodorants - degree
personal care - deodorants - deodorants/anti-perspirants-use most-arrid xx
personal care - deodorants - deodorants/anti-perspirants-use most-axe
personal care - deodorants - deodorants/anti-perspirants-use most-ban classic
personal care - deodorants - deodorants/anti-perspirants-use most-degree
personal care - deodorants - deodorants/anti-perspirants-use most-dove
personal care - deodorants - deodorants/anti-perspirants-use most-gillette series
personal care - deodorants - deodorants/anti-perspirants-use most-old spice classic
personal care - deodorants - deodorants/anti-perspirants-use most-old spice high endurance
personal care - deodorants - deodorants/anti-perspirants-use most-old spice red zone
personal care - deodorants - deodorants/anti-perspirants-use most-right guard sport
personal care - deodorants - deodorants/anti-perspirants-use most-secret
personal care - deodorants - deodorants/anti-perspirants-use most-suave 24-hr protection
personal care - deodorants - dove
personal care - deodorants - giglette series
personal care - deodorants - old spice classic
personal care - deodorants - right guard sport
personal care - deodorants - secret
personal care - deodorants - suave 24-hr protection
personal care - eye drops

- over-the-counter remedies - cough and cold - zicam
- over-the-counter remedies - digestion and nausea
- over-the-counter remedies - digestion and nausea - pepto-bismol
- over-the-counter remedies - digestion and nausea - prevacid
- over-the-counter remedies - ear, nasal, eye care
- over-the-counter remedies - ear, nasal, eye care - ear care
- over-the-counter remedies - ear, nasal, eye care - eye care
- over-the-counter remedies - first aid and emergency supplies
- over-the-counter remedies - health aids and medicines
- over-the-counter remedies - home medical care accessories
- over-the-counter remedies - nutritional supplements and weight control
- over-the-counter remedies - nutritional supplements and weight control - boost
- over-the-counter remedies - nutritional supplements and weight control - caltrate
- over-the-counter remedies - nutritional supplements and weight control - centrum
- over-the-counter remedies - nutritional supplements and weight control - emergen-c
- over-the-counter remedies - nutritional supplements and weight control - ensure
- over-the-counter remedies - nutritional supplements and weight control - ensure plus
- over-the-counter remedies - nutritional supplements and weight control - flintstones
- over-the-counter remedies - nutritional supplements and weight control - muscle milk
- over-the-counter remedies - nutritional supplements and weight control - nature made
- over-the-counter remedies - nutritional supplements and weight control - pediasure
- over-the-counter remedies - nutritional supplements and weight control - slim-fast
- over-the-counter remedies - other medicines and remedies
- over-the-counter remedies - sleeping and snoring aids
- over-the-counter remedies - smoking cessation
- passionate about - health and beauty
- passionate about - health and beauty - beauty products
- passionate about - health and beauty - fitness
- past purchase - vitamins/health products
- past purchase - vitamins/health products - dollars spent: 1-30
- past purchase - vitamins/health products - dollars spent: 219-9999
- personal care - eye drops - baush and lomb
- personal care - eye drops - clear eyes
- personal care - eye drops - murine
- personal care - eye drops - refresh
- personal care - eye drops - use eye drops/eye wash-brand use most-baush and lomb
- personal care - eye drops - use eye drops/eye wash-brand use most-clear eyes
- personal care - eye drops - use eye drops/eye wash-brand use most-murine
- personal care - eye drops - use eye drops/eye wash-brand use most-refresh
- personal care - eye drops - use eye drops/eye wash-brand use most-tarine
- personal care - eye drops - visine
- personal care - fitness
- personal care - hair products - hair removal-type use most-cream
- personal care - hair products - hair removal-type use most-wax
- personal care - hair products - use hair removal (bleach,depilatories,waxing)
- personal care - health and wellness
- personal care - healthcare
- personal care - healthy living
- personal care - men's health and fitness
- personal care - mouthwash
- personal care - mouthwash - act
- personal care - mouthwash - crest pro-health
- personal care - mouthwash - crest whitening
- personal care - mouthwash - listerine original
- personal care - mouthwash - listerine whitening
- personal care - mouthwash - mouthwash/dental rinse-use most-act
- personal care - mouthwash - mouthwash/dental rinse-use most-crest pro-health
- personal care - mouthwash - mouthwash/dental rinse-use most-crest whitening
- personal care - mouthwash - mouthwash/dental rinse-use most-listerine cool mint (blue)
- personal care - mouthwash - mouthwash/dental rinse-use most-listerine freshburst (green)
- personal care - mouthwash - mouthwash/dental rinse-use most-listerine original (gold)
- personal care - mouthwash - mouthwash/dental rinse-use most-listerine whitening
- personal care - mouthwash - mouthwash/dental rinse-use most-scope cool peppermint
- personal care - mouthwash - mouthwash/dental rinse-use most-scope original mint
- personal care - mouthwash - scope cool peppermint
- personal care - mouthwash - scope original mint
- personal care - product usage - toothbrushes (manual)
- personal care - product usage - toothbrushes (power)
- personal care - product usage - use toothbrushes (manual)
- personal care - product usage - use toothbrushes (power)
- personal care - sanitary pads and napkins - sanitary pads and napkins-brand use most-always
- personal care - sanitary pads and napkins - sanitary pads and napkins-brand use most-carefree
- personal care - sanitary pads and napkins - sanitary pads and napkins-brand use most-kotex
- personal care - sanitary pads and napkins - sanitary pads and napkins-brand use most-kotex
- personal care - sanitary pads and napkins - sanitary pads and napkins-brand use most-stayfree
- personal care - sanitary pads and napkins - sanitary pads and napkins-brand use most-store brand
- personal care - shampoo - shampoo-brand ever use last 7 days - matrix
- personal care - shampoo - shampoo-brand ever use last 7 days - neotrogena
- personal care - shampoo - shampoo-brand use most last 7 days - clairol herbal essences
- personal care - shampoo - shampoo-brand use most last 7 days - dove
- personal care - shampoo - shampoo-brand use most last 7 days - garnier fructis
- personal care - shampoo - shampoo-brand use most last 7 days - head and shoulders
- personal care - shampoo - shampoo-brand use most last 7 days - l'oreal
- personal care - shampoo - shampoo-brand use most last 7 days - pantene pro-v
- personal care - shampoo - shampoo-brand use most last 7 days - suave
- personal care - shampoo - shampoo-brand use most last 7 days - tresemme
- personal care - shaving - electric shavers
- personal care - shaving - razors and blades
- personal care - shaving - shaving creams and gels
- personal care - shaving cream
- personal care - shaving cream - barbasol
- personal care - shaving cream - colgate
- personal care - shaving cream - edge
- personal care - shaving cream - gillette foamy
- personal care - shaving cream - gillette fusion
- personal care - shaving cream - gillette satin care
- personal care - shaving cream - shaving cream or gel-brand use most-barbasol
- personal care - shaving cream - shaving cream or gel-brand use most-colgate
- personal care - shaving cream - shaving cream or gel-brand use most-edge
- personal care - shaving cream - shaving cream or gel-brand use most-gillette foamy
- personal care - shaving cream - shaving cream or gel-brand use most-gillette fusion
- personal care - shaving cream - shaving cream or gel-brand use most-skinstitute
- personal care - shaving cream - skinstitute
- personal care - tampons - tampons-brand use most-kotex
- personal care - tampons - tampons-brand use most-playtex
- personal care - tampons - tampons-brand use most-playtex
- personal care - tampons - tampons-brand use most-tampon
- personal care - toothbrush - toothbrushes (power)-brand use most-colgate
- personal care - toothbrush - toothbrushes (power)-brand use most-crest
- personal care - toothbrush - toothbrushes (power)-brand use most-oral-b powered by braun
- personal care - toothbrush - toothbrushes (power)-brand use most-sonicare
- personal care - toothbrush - toothbrushes-brand use most-aquafresh
- personal care - toothbrush - toothbrushes-brand use most-colgate wave
- personal care - toothbrush - toothbrushes-brand use most-crest
- personal care - toothbrush - toothbrushes-brand use most-oral-b advantage
- personal care - toothbrush - toothbrushes-brand use most-oral-b cross action
- personal care - toothbrush - toothbrushes-brand use most-other colgate
- personal care - toothbrush - toothbrushes-brand use most-other oral-b
- personal care - toothbrush - toothbrushes-brand use most-reach
- personal care - toothpaste
- personal care - toothpaste - aim
- personal care - toothpaste - aquafresh
- personal care - toothpaste - arm and hammer
- personal care - toothpaste - close-up
- personal care - toothpaste - colgate
- personal care - toothpaste - crest
- personal care - toothpaste - sensodyne
- personal care - toothpaste - toothpaste-brand use most-aim
- personal care - toothpaste - toothpaste-brand use most-aquafresh
- personal care - toothpaste - toothpaste-brand use most-arm and hammer
- personal care - toothpaste - toothpaste-brand use most-close-up
- personal care - toothpaste - toothpaste-brand use most-colgate
- personal care - toothpaste - toothpaste-brand use most-crest
- personal care - toothpaste - toothpaste-brand use most-sensodyne
- personal care - whitening - tooth whiteners-brand use most-crest whitestrips
- personal care - women’s health and fitness
- pharmacist/ pharmacy
- philanthropy - health and well-being
- philanthropy - medical research
- physical fitness enthusiasts
- political - issues - healthcare
- political issue most important - improving health services and hospitals
- politics and society - charities and non-profits - health
- premium hair care products - buyers
- premium interest - household - health and fitness
- premium product - fitness/exercise product buyer
- premium product - health product buyer
- product - fitness
- product - health
- product - purchases - diet and weight loss products
- product - purchases - diet soda
- product - purchases - health and fitness products
- product - purchases - vitamins
- products and services propensities - health insurance
- propensity
- products and services propensities - premium health insurance - propensity
- products and services propensity - health insurance
- products services - disability-income
- products services - disability insurance
- products services - group health
- products services - health care
- products services - individual health
- products services - medical malpractice
- products services - medicare supplement
- products services - personal injury
- profile - has health insurance
- propensity - health insurance
- propensity models - lifestyle - healthy living
- propensity models - lifestyle - on a diet
- psychographic/attitudes - health and diet attitudes
- psychographic/attitudes - health and well being
- psychographic/attitudes - healthy holistics
- psychographic/attitudes - health and well being - image shapers
- psychographic/attitudes - health and well being - invincibles
- psychographic/attitudes - health and well being - trusting patients
- psychographic/attitudes - health and well being - weight reformers
- purchase affinity - fitness - exercise product buyer
- purchase affinity - health product buyer
- purchase behaviors - exercise
- purchase behaviors - exercise - aerobic
- purchase behaviors - exercise - running/jogging
- purchase behaviors - exercise - walking
- purchase behaviors - health and wellness
- purchase behaviors - health and wellness - beauty
- purchase behaviors - health and wellness - dieting and weight loss
- purchase behaviors - health and wellness - fitness
- purchase behaviors - medicare insurance
- purchase behaviors - shopping - health and beauty
- purchase categories - united states - health conscious
- purchase history - health, wellness, vitamins and supplements buyers
- purchase history - health, wellness, vitamins and supplements buyers - health, wellness, vitamins and supplements buyers: above average buyers
- purchase history - health, wellness, vitamins and supplements buyers - health, wellness, vitamins and supplements buyers: top buyers
- purchase history - health, wellness, vitamins and supplements buyers - health, wellness, vitamins and supplements buyers: unlikely buyers
- purchase history - mail order buyers - mail order buyers: health and beauty products buyers
- purchase intent - health and beauty
- purchase intent - health and beauty - beauty services
- purchase intent - health and beauty - electronics and health products
- purchase intent - health and beauty - medical services
- purchase intent - health and beauty - medicines and dietary supplements
- purchase intent - health and beauty - weight loss and healthy lifestyle
- purchase intention - beauty - hair products
- purchase intention - beauty products and services - hair products
- purchase intention - products and services for the family - health and well being
- purchase intention - products and services for the family - medicine
- purchase predictors - all channels - personal health
- purchase predictors - brick and mortar - personal health
- purchase predictors - online - personal health
- purchases - insurance products - accidental death and disability
- purchases - insurance products - dental
- purchases - insurance products - health
- purchases - insurance products - vision
- purchases - personal health
- purchases - vitamin and health products
- purchasing interest - alternate health purchasing interest
- purchasing interest - diet purchasing interest
- purchasing interest - health products purchasing interest
- purchasing interest - heart health products
- purchasing interest - joint health products purchasing interest
- purchasing interest - natural health products
- purchasing interest - vitamins purchasing interest
- retail - categories - fitness buyers
- retail - categories - health and wellness buyers
- retail - health clubs
- retail - health conscious shoppers - gnc
- retail - health conscious shoppers - holland and barrett
- retail - health conscious shoppers - sprouts farmers market
- retail - health conscious shoppers - the fresh market
- retail - health conscious shoppers - the vitamin shoppe
- retail - health conscious shoppers - trader joe's
- retail - health conscious shoppers - vitamin world
- retail - household consumer expenditures - personal health
- retail - online - personal health
- retail - opticians - pearle vision center
- retail - opticians - vision express
- retail - pharmacy patrons
- retail - pharmacieshoppers - boots pharmacy
- retail - pharmacieshoppers - co-op pharmacy
- retail - pharmacieshoppers - cvs pharmacy
- retail - pharmacyshoppers - lloyds pharmacy
- retail - pharmacyshoppers - medicine shoppe pharmacy
- retail - pharmacyshoppers - rite aid
- retail - pharmacyshoppers - rowlands pharmacy
- retail - pharmacyshoppers - shopko express
- retail - pharmacyshoppers - walgreens
- retail - retail categories - fitness buyers
- retail - retail categories - health and wellness buyers
- retail - scan intent - health and fitness
- retail - sports and outdoors - exercise and fitness
- retail - sports equipment and outdoor gear - exercise and fitness
- retail - sports equipment and outdoor gear - exercise electronics
- retail and retail service industries - health
  (creams/suplements)
- retail and retail service industries - nutritional supplements (vitamins)
- retail categories - fitness buyers - cyclists
- retail categories - fitness buyers - runners
- retail categories - health and wellness buyers - natural wellness
- retail categories - health and wellness buyers - weight loss and supplements
- retail categories - senior's products buyers - geriatric supplies
- se - intent - health and fitness
- se - interest - health and fitness
- seasonal - new year's diet and fitness resolutions
- seasonal - new year's diet and fitness resolutions: seasonal shoppers
- seasonal - spring - allergies
- seasonal - spring seasonal - allergy sufferers
- seasonal - winter - cold and flu
- seasonal - winter seasonal - cold and flu sufferers
- seasonal - winter seasonal - new year's resolutions: weight loss
- seasonal - spring - allergy sufferers
- seasonal - winter - cold and flu sufferers
- seasonal - winter - new year's resolutions makers: weight loss
- senior market - health conscious
- senior market - health conscious seniors
- senior market - mind for fitness and exercise
- senior market - seniors with a mind for fitness and exercise
- services - health - dental
- services - health - home health care
- services - health - medical
- services - health - pharmacies
- services - personal care - fitness centers
- services - personal services and care - health club
- services - restaurants - health and vegan
- shampoo and conditioner category - suave brands - suave naturals
- shop at cvs pharmacy long drugs - 6mo (a)
- shop at rite aid pharmacy - 6mo (a)
- shop at wal-mart pharmacy - 6mo (a)
- shopper - cpg retailers - pharmacy
- shoppers in-market - by interest vertical - health
o shopping - coupon - beauty and health products
  o shopping - cpg / fmcg - health and beauty
  o shopping - health and beauty
  o shopping - health and beauty - beauty and health products
  o shopping - health and beauty - children's healthcare
  o shopping - health and beauty - cold and flu remedies
  o shopping - health and beauty - contact lenses
  o shopping - health and beauty - elder care
  o shopping - health and beauty - eyeglasses
  o shopping - health and beauty - hair care
  o shopping - health and beauty - health aids
  o shopping - health and beauty - herbal remedies
  o shopping - health and beauty - luxury beauty products
  o shopping - health and beauty - over the counter drugs
  o shopping - health and beauty - personal care
  o shopping - health and beauty - sinuses and allergy medications
  o shopping - health and beauty - skin care
  o shopping - health and beauty - sleep aids
  o shopping - health and beauty - teeth whitening
  o shopping - health and beauty - vitamins
  o shopping - home and garden - air conditioner
  o ski - accessories - skin care
  o snowboard - accessories - skin care
  o social - social influencers - health
  o sociodemographic - consumer typology - lohas (lifestyle of health and sustainability)
  o southeast asia (sea) - interest - health and fitness
  o spending model - personal health
  o sports - fitness and exercise
  o sports - fitness and exercise - crossfit
  o sports - fitness and exercise - gym goers
  o sports - fitness and exercise - joggers runners
  o sports - fitness and exercise - mixed martial arts
  o sports - fitness and exercise - yoga pilates
  o sports - fitness and exercise enthusiasts
  o sports - fitness enthusiast
  o sports - outdoors - fitness
  o sports - walking for health enthusiasts
  o sports and fitness
  o sports and fitness - baseball
  o sports and fitness - basketball
  o sports and fitness - fitness
  o sports and fitness - football
  o sports and fitness - golf
  o sports and fitness - great outdoors
  o sports and fitness - healthy living
  o sports and fitness - running
  o sports and fitness - scuba diving
  o sports and fitness - snow skiing
  o sports and fitness - sporting interest
  o sports equipment and outdoor gear - exercise and fitness - home gyms
  o sports equipment and outdoor gear - exercise and fitness - workout and yoga
  o sports equipment and outdoor gear - fitness equipment
  o staying healthy
  o style and fashion - beauty - hair care
  o style and fashion - beauty - skin care
  o style and fashion - health and beauty
  o style and fashion - health and beauty - baby product
  o style and fashion - health and beauty - beauty
  o style and fashion - health and beauty - personal care
  o sub category - beauty and personal hygiene - deodorants
  o sub category - beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1)
  o sub category - beauty and personal hygiene - hair conditioners, rinse out
  o sub category - beauty and personal hygiene - mouthwash/oral rinses/antiseptics, foam/gel/liquid
  o sub category - beauty and personal hygiene - sanitary protection
  o sub category - beauty and personal hygiene - skin
  o sub category - beauty and personal hygiene - tooth care, toothbrushes, electric
  o sub category - beauty and personal hygiene - tooth cleaning
  o sub category - beauty and personal hygiene - toothbrushes, regular, manual
  o sub category - health aids
  o sub category - health aids - allergy/hayfever remedies
  o sub category - health aids - antacids capsules/lozenges/tablets
  o sub category - health aids - antiseptic cream/liquid, multi dose
  o sub category - health aids - cold/flu remedies
  o sub category - health aids - cotton wool
  o sub category - health aids - cough remedies liquid, multi dose
  o sub category - health aids - general analgesics
  o sub category - health aids - health suppl, combinations, capsules/tablets
  o sub category - health aids - herb/nut based sauce (add and serve), ambient
  o sub category - health aids - plasters precut
  o sub category - health aids - sore throat remedies lozenges/strips/tablets
  o sub category - health aids - sun protection, cream/gel/liquid
  o sub category - health aids - vitamin supplements, capsules/tablets
  o sub category - sugar/candy - cough/throat sweets, non medicated
  o sugar/candy - cough/throat sweets
  o sugar/candy - cough/throat sweets - jakemans throat / chestrelief
  o sugar/candy - cough/throat sweets - non medicated, jakemans
  o tooth cleaning - cream/gel/liquid/paste (natural teeth) - aquafresh
  o tooth cleaning - cream/gel/liquid/paste (natural teeth) - arm and hammer
  o tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate
  o tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate advanced
  o tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate cavity protection
- tooth cleaning - cream/gel/liquid/paste (natural teeth)
  - colgate sensitive
- tooth cleaning - cream/gel/liquid/paste (natural teeth)
  - colgate total
- tooth cleaning - cream/gel/liquid/paste (natural teeth)
  - macleans
- tooth cleaning - cream/gel/liquid/paste (natural teeth)
  - oral b
- tooth cleaning - cream/gel/liquid/paste (natural teeth)
  - private label
- tooth cleaning - cream/gel/liquid/paste (natural teeth)
  - sensodyne
- transactions - electronics - healthcare
- transactions - health and wellness
- transactions - health and wellness - diagnostic products
- transactions - health and wellness - supplements
- transactions - health and wellness - weight-loss products
- transactions - medical products
- transactions - personal services - healthcare
- transactions - pharmaceuticals
- transactions - pharmacy supplies
- uk - dealing with stress - contemplators
- uk - dealing with stress - hot and cold
- uk - dealing with stress - quick fix
- uk - health
- uk - intent - dietary supplement
- uk - lifestyle events - expecting parents
- uk - lifestyles - healthy and fit
- uk - retail - health and beauty
- uk data - affinity - health and beauty
- uk data - retail - shopped at superdrug
- us - dealing with stress - comfort seekers
- us - dealing with stress - contemplators
- us - dealing with stress - emotional
- us - dealing with stress - quick fix
- us - dealing with stress - stress converters
- us - dealing with stress - talk it over
- us data - affinity - health and beauty
- us data - nonprofit donations - health
- us data - publishing - health
- us data - retail - health
- us data - seasonal - seasonal allergies
- us health
- us health - health and beauty
- us health - health and medical
- us health - health and wellness
- us health - social
- us in-market - consumer packaged goods (cpg) - health and beauty
- us life events - expecting moms
- us mobile - health
- us mobile - health - health and beauty
- us mobile - health - health and medical
- us mobile - health - health and wellness
- us mobile - health - social
- us mobile - life events - expecting moms
- us reach - health
- us reach - health - health and medical
- user hobbies and interests - charitable donor - health
- video - video engagers - health
- vitamin shoppe - all buyers - 12 months
- vitamins and nutrition
- wants to buy - interests - fitness equipment
- wants to buy - interests - fitness services
- way of life - health conscious
- way of life - low fat dieters
- way of life - low sugar dieters
- web and email - consumer response categories - health and beauty
- well beings
- wellness
- wellness - gyms and fitness clubs: high spenders
- white-collar working-class - fitness interests
- women - parenting - pregnancy
- women's hygiene and beauty - heavy facial skincare user
- word of mouth influencers - conversation catalysts - healthcare
- word of mouth influencers - conversation catalysts - personal care/beauty
- word of mouth influencers - cpg/pharma
- word of mouth influencers - cpg/pharma - talks about cleaning and laundry
- word of mouth influencers - cpg/pharma - talks about clorox
- word of mouth influencers - cpg/pharma - talks about deodorant
- word of mouth influencers - cpg/pharma - talks about dove
- word of mouth influencers - cpg/pharma - talks about facial and body
- word of mouth influencers - cpg/pharma - talks about household durables
- word of mouth influencers - cpg/pharma - talks about olay
- word of mouth influencers - cpg/pharma - talks about oral health products
- word of mouth influencers - cpg/pharma - talks about over the counter meds
- word of mouth influencers - cpg/pharma - talks about pharmacy
- word of mouth influencers - cpg/pharma - talks about tylenol
- word of mouth influencers - issues - talks about health insurance/system
- word of mouth influencers - issues - talks about nutrition/healthy eating