

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 hockey
- 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 byage (a) - 6 months old
- all - new parents of babies byage (b) - 12 months old
- all - new parents of babies byage (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 - india - health and medicine
- asia-pacific - indonesia - health and fitness
- 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 - singapore - personal or health insurance
- 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

- o audiences - healthcare products - cough remedies
- o audiences - healthcare products - first aid
- o audiences - healthcare products - sore throat
- o audiences - healthcare products - vitamins/minerals
- o audiences - lifestyle statements - health and diet
- o audiences - lifestyle statements - pharma
- o audiences - personal care - dental floss
- o audiences - personal care - deodorants
- o audiences - personal care - eye drops
- o audiences - personal care - hair products
- o audiences - personal care - mouthwash
- o audiences - personal care - sanitarypads and napkins
- o audiences - personal care - shampoo
- o audiences - personal care - shaving cream
- o audiences - personal care - tampons
- o audiences - personal care - toothbrush
- o audiences - personal care - toothpaste
- o australia - health
- o australia - life events - expecting parents
- o australia - lifestyles - healthy and fit
- o australia - retail - health and beauty
- o babies and kids - baby gear - nursing and feeding
- o baby - baby lotions
- o baby - nursing/feeding accessories
- o baby care - baby care bathing, grooming and skincare
- o beauty - diet
- o beauty - hair care - shampoo and conditioner
- o beauty - hair styles and hair care
- o beauty - skin care
- o beauty - skin care - body lotions
- o beauty - skin care - masks and peels
- o beauty and personal care - face and body care - hair removal
- o beauty and personal care - face and body care - skin and nail care
- o beauty and personal care - fitness - bodybuilding
- o beauty and personal care - fitness - yoga and pilates
- o beauty and personal hygiene - antiperspirants and deodorants
- o beauty and personal hygiene - antiperspirants and deodorants - arrid
- o beauty and personal hygiene - antiperspirants and deodorants - degree
- o beauty and personal hygiene - antiperspirants and deodorants - mitchum
- o beauty and personal hygiene - antiperspirants and deodorants - secret deodorant
- o beauty and personal hygiene - antiperspirants and deodorants - sure
- o beauty and personal hygiene - deodorants
- o beauty and personal hygiene - deodorants - liquid, roll on
- o beauty and personal hygiene - deodorants - liquid, roll on-sure
- o beauty and personal hygiene - deodorants - liquid, spray
- o beauty and personal hygiene - deodorants - liquid, spray, dove
- o beauty and personal hygiene - deodorants - liquid, spray, impulse
- o beauty and personal hygiene - deodorants - liquid, spray, lynx
- o beauty and personal hygiene - deodorants - liquid, spray, nivea
- o beauty and personal hygiene - deodorants - liquid, spray, private label
- o beauty and personal hygiene - deodorants - liquid, spray, right guard
- o beauty and personal hygiene - deodorants - liquid, spray, sure for men
- o beauty and personal hygiene - face washes - cream/gel/liquid/lotion
- o beauty and personal hygiene - grooming kits
- o beauty and personal hygiene - hair care
- o beauty and personal hygiene - hair care - clairol herbal essences
- o beauty and personal hygiene - hair care - clairol natural instincts
- o beauty and personal hygiene - hair care - clairol nice 'n easy
- o beauty and personal hygiene - hair care - garnier
- o beauty and personal hygiene - hair care - garnier nutrisse
- o beauty and personal hygiene - hair care - john frieda
- o beauty and personal hygiene - hair care - l'oreal excellence
- o beauty and personal hygiene - hair care - l'oreal healthy look
- o beauty and personal hygiene - hair care - l'oreal superior preference
- o beauty and personal hygiene - hair care - pantene pro-v
- o beauty and personal hygiene - hair care - revlon colorsilk
- o beauty and personal hygiene - hair care - suave
- o beauty and personal hygiene - hair care - tresemme
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1)
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, alberto balsam
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, elvive
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, head and shoulders
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, herbal essences
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, pantene
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, pantene pro v
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, private label
- o beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1) - cream/gel/liquid, tresemme
- o beauty and personal hygiene - mouthwash/oral rinses/oral rinse antiseptics
- o beauty and personal hygiene - mouthwash/oral rinses/oral rinse antiseptics - foam/gel/liquid, colgate

- beauty and personal hygiene - mouthwash/oral rinses/oral rinse antiseptics - foam/gel/liquid, colgate plax
- beauty and personal hygiene - mouthwash/oral rinses/oral rinse antiseptics - foam/gel/liquid, listerine
- beauty and personal hygiene - mouthwash/oral rinses/oral rinse antiseptics - foam/gel/liquid, private label
- beauty and personal hygiene - oral care
- beauty and personal hygiene - oral care - aim
- beauty and personal hygiene - oral care - aquafresh
- beauty and personal hygiene - oral care - colgate
- beauty and personal hygiene - oral care - crest
- beauty and personal hygiene - oral care - listerine
- beauty and personal hygiene - oral care - sensodyne
- beauty and personal hygiene - sanitary protection
- beauty and personal hygiene - sanitary protection - pads/towels
- beauty and personal hygiene - sanitary protection - pads/towels, always
- beauty and personal hygiene - sanitary protection - pads/towels, always ultra
- beauty and personal hygiene - sanitary protection - pads/towels, bodyform
- beauty and personal hygiene - sanitary protection - pads/towels, private label
- beauty and personal hygiene - sanitary protection - pantyliners
- beauty and personal hygiene - sanitary protection - pantyliners, always
- beauty and personal hygiene - sanitary protection - pantyliners, private label
- beauty and personal hygiene - sanitary protection - tampons
- beauty and personal hygiene - shaving care and hair removal
- beauty and personal hygiene - shaving care and hair removal - bic
- beauty and personal hygiene - shaving care and hair removal - gillette
- beauty and personal hygiene - shaving care and hair removal - nair
- beauty and personal hygiene - shaving care and hair removal - schick
- beauty and personal hygiene - shaving care and hair removal - schick hydro
- beauty and personal hygiene - shaving cream/foam/gel/oil
- beauty and personal hygiene - skin - conditioning, body talcum pwr, mult application
- beauty and personal hygiene - skin - moisturisers, body, crm/gel/lqd, multi app
- beauty and personal hygiene - skin - moisturisers, face/neck
- beauty and personal hygiene - skin - moisturisers, hand/nail
- beauty and personal hygiene - skin care
- beauty and personal hygiene - skin care - aveeno
- beauty and personal hygiene - skin care - biore
- beauty and personal hygiene - skin care - cetaphil
- beauty and personal hygiene - skin care - dove
- beauty and personal hygiene - skin care - eucerin
- beauty and personal hygiene - skin care - gold bond ultimate
- beauty and personal hygiene - skin care - jergens
- beauty and personal hygiene - skin care - jergens natural glow
- beauty and personal hygiene - skin care - jergens ultra healing
- beauty and personal hygiene - skin care - l'oreal
- beauty and personal hygiene - skin care - lubriderm
- beauty and personal hygiene - skin care - neutrogena
- beauty and personal hygiene - skin care - nivea
- beauty and personal hygiene - skin care - olay
- beauty and personal hygiene - skin care - vaseline
- beauty and personal hygiene - tooth cleaning
- beauty and personal hygiene - tooth cleaning - cream/gel/liquid/paste (natural teeth)
- beauty and personal hygiene - toothbrushes
- beauty and personal hygiene - toothbrushes - regular, manual, colgate
- beauty and personal hygiene - toothbrushes - regular, manual, private label
- beauty products - hair removal products
- behavior model - active/interest in - fitness
- behavior model - active/interest in - health
- behavior model - donor - contributes to health
- behavior model - insurance - medical insurance policy
- behavior model - insurance - medicare policy
- behavior models - household - health and fitness
- brand affinity - cvs/pharmacy
- brand affinity - quality health
- brands - health and beauty - bic
- brands - health and beauty - colgate
- brands - health and beauty - cover girl
- brands - health and beauty - crest
- brands - health and beauty - dove
- brands - health and beauty - gillette
- brands - health and beauty - l'oreal
- brands - health and beauty - neutrogena
- brands - health and beauty - pantene
- brands - health and beauty - revlon
- brands - health and beauty - secret
- brands - health and beauty - shick
- brands - health and beauty - vaseline
- brands - health and beauty buyers - aveeno
- brands - health and beauty buyers - axe
- brands - health and beauty buyers - cough and cold relief
- brands - health and beauty buyers - degree
- brands - health and beauty buyers - dove
- brands - health and beauty buyers - dove men
- brands - health and beauty buyers - neutrogena
- brands - health and beauty buyers - old spice
- brands - health and beauty buyers - st ives
- brands - health and beauty buyers - suave
- brands - health and beauty buyers - suave men
- brands - health and beauty buyers - vitamins
- brands - home - the art of shaving
- brands - organizations - health associations
- brazil - health
- brazil - interest - health (en), salud (es), saude (pt)
- brazil - microsegment - skin (en), piel (es), pele (pt)
- brazil - retail - health and beauty

- 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 - weight loss
- 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 headsets
- 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 segment - sports and fitness buffs online
- 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

- cpg - health and beauty - antiperspirants and deodorants
- cpg - health and beauty - cough and cold relief
- cpg - health and beauty - ear care
- cpg - health and beauty - eye care
- cpg - health and beauty - hair care
- cpg - health and beauty - oral care
- cpg - health and beauty - shaving and hair removal
- cpg - health and beauty - skin care
- cpg - health and beauty - toothpaste
- cpg - health and beauty - vitamins
- cpg - health and beauty buyers
- cpg - health and beauty buyers - bath shower and soap
- cpg - health and beauty buyers - bath, shower and soap
- cpg - health and beauty buyers - dental products
- cpg - health and beauty buyers - hair care
- cpg - health and beauty buyers - men's grooming
- cpg - health and beauty buyers - men's shaving
- cpg - health and beauty buyers - women's shaving and hair removal
- cpg - kids cough and cold
- cpg - kids oral care
- cpg - men's antiperspirants and deodorants
- cpg - men's hair care
- cpg - men's nutrition and weight control
- cpg - men's shaving and hair removal
- cpg - men's skin care
- cpg - nutrition, weight loss
- cpg - nutrition, weight loss - adult nutrition and weight control
- cpg - nutrition, weight loss - diet and weight loss
- cpg - nutrition, weight loss - men's nutrition and weight control
- cpg - nutrition, weight loss - women's nutrition and weight control
- cpg - nutrition/weightloss
- cpg - nutrition/weightloss - adult nutrition and weight control
- cpg - nutrition/weightloss - diet and weight loss
- cpg - nutrition/weightloss - men's nutrition and weight control
- cpg - nutrition/weightloss - women's nutrition and weight control
- cpg - oral care
- cpg - oral care, shaving, skin care
- cpg - oral care, shaving, skin care - kids oral care
- cpg - oral care, shaving, skin care - men's shaving and hair removal
- cpg - oral care, shaving, skin care - men's skin care
- cpg - oral care, shaving, skin care - oral care
- cpg - oral care, shaving, skin care - premium skin care
- cpg - oral care, shaving, skin care - senior oral care
- cpg - oral care, shaving, skin care - shaving care and hair removal
- cpg - oral care, shaving, skin care - skin care
- cpg - oral care, shaving, skin care - women's shaving and hair removal
- cpg - oral care, shaving, skin care - women's skin care
- cpg - oral care/shaving/skin care
- cpg - oral care/shaving/skin care - kids oral care
- cpg - oral care/shaving/skin care - men's shaving and hair removal
- cpg - oral care/shaving/skin care - men's skin care
- cpg - oral care/shaving/skin care - oral care
- cpg - oral care/shaving/skin care - premium skin care
- cpg - oral care/shaving/skin care - senior oral care
- cpg - oral care/shaving/skin care - shaving care and hair removal
- cpg - oral care/shaving/skin care - skin care
- cpg - oral care/shaving/skin care - women's shaving and hair removal
- cpg - oral care/shaving/skin care - women's skin care
- cpg - otc medicine, cough and cold
- cpg - otc medicine, cough and cold - brand cough and cold
- cpg - otc medicine, cough and cold - cough and cold
- cpg - otc medicine, cough and cold - first aid and emergency supplies
- cpg - otc medicine, cough and cold - generic cough and cold
- cpg - otc medicine, cough and cold - kids cough and cold
- cpg - otc medicine/cough and cold
- cpg - otc medicine/cough and cold - brand cough and cold
- cpg - otc medicine/cough and cold - cough and cold
- cpg - otc medicine/cough and cold - first aid and emergency supplies
- cpg - otc medicine/cough and cold - generic cough and cold
- cpg - otc medicine/cough and cold - kids cough and cold
- cpg - premium skin care
- cpg - senior oral care
- cpg - shaving care and hair removal
- cpg - skin care
- cpg - women's antiperspirants and deodorants
- cpg - women's hair care
- cpg - women's nutrition and weight control
- cpg - women's shaving and hair removal
- cpg - women's skin care
- cpg brands - health and beauty buyers - antiperspirants and deodorants
- cpg brands - health and beauty buyers - cough and cold relief
- cpg brands - health and beauty buyers - hair care
- cpg brands - health and beauty buyers - men's grooming
- cpg brands - health and beauty buyers - skin care
- cpg brands - health and beauty buyers - vitamins
- cpg buyers - categories - antiperspirants and deodorants
- cpg buyers - categories - cough
- cpg buyers - categories - cough and cold
- cpg buyers - categories - eye care
- cpg buyers - categories - first aid and emergency supplies
- cpg buyers - categories - hair care
- 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 - pharmacybuyers
- 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 - intent - 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
- emotive - 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 lense 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

- fr - active buyers - beauty and wellness
- fr - active buyers - fitness
- fr - heavy consumer of shampoo
- fr - hot prospects - baby health and safety
- fr - hot prospects - dental insurance
- fr - hot prospects - diet exercise
- fr - hot prospects - hair care
- fr - hot prospects - health
- fr - hot prospects - health insurance
- fr - hot prospects - nail design and care
- fr - hot prospects - skin care
- france - cpg - beauty: buys facial skincare
- france - cpg - beauty: buys shampoo
- france - cpg - beauty: buys skincare product
- france - health
- france - retail - ecommerce: traditional goods (household linen, clothes, health and beauty)
- france - retail - health and beauty
- germany - health
- germany - 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 - terry white chemist
- groceries / health - supermarket bought from in last 4 weeks
- groceries / health - supermarket bought from in last 4 weeks - aldi
- groceries / health - supermarket bought from in last 4 weeks - coles
- groceries / health - supermarket bought from in last 4 weeks - iga
- groceries / health - supermarket bought from in last 4 weeks - woolworths
- groceries / health - supermarket most likely to consider
- groceries / health - supermarket most likely to consider - aldi
- groceries / health - supermarket most likely to consider - coles
- groceries / health - supermarket most likely to consider - costco
- groceries / health - supermarket most likely to consider - harris farm markets
- groceries / health - supermarket most likely to consider - iga
- groceries / health - supermarket most likely to consider - safeway
- groceries / health - supermarket most likely to consider - woolworths
- health
- health - aging
- health - alternative medicine
- health - beauty
- health - child health
- health - child_health
- health - cotton wool
- health - cotton wool - buds, johnsons cotton buds
- health - cotton wool - buds, johnsons first aid
- health - cotton wool - buds, private label
- health - cotton wool - pads, private label
- health - education
- health - fitness
- health - fitness - advice and guides
- health - fitness - advice_and_guides
- health - general analgesics
- health - general analgesics - capsules/gum/tablets, galpharm
- health - general analgesics - capsules/gum/tablets, private label
- health - health and beauty
- health - health and beauty - fitness
- health - health and beauty - yoga
- health - health and medical
- health - health and medical - health conditions
- health - health and medical - healthcare
- health - health and medical - medical terms
- health - health and medical - medicine
- health - health and wellness
- health - health and wellness - first aid
- health - health and wellness - homeopathy
- health - health and wellness - nutrition
- health - health and wellness - vitamins and minerals
- health - health and wellness - weight loss
- health - health supplements
- health - health supplements - combinations, capsules/tablets, private label
- health - high category involvement
- health - insurance
- health - medicine
- health - mens health
- health - mens health - nutrition
- health - mens health - products
- health - mens_health
- health - mens_health - nutrition
- health - mens_health - procedures
- health - mens_health - products
- health - news and media
- health - news_and_media
- health - nutrition
- health - nutrition - dietitians and nutritionists
- health - nutrition - dietitians_and_nutritionists
- health - nutrition - infant and toddlers
- health - nutrition - infant_and_toddlers
- health - nutrition - news and media
- health - nutrition - news_and_media
- health - nutrition - pregnancy
- health - nutrition - senior
- health - nutrition - special diets
- health - nutrition - special_diets

- 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 accessories
- health and beauty - hair care - hair care appliances
- health and beauty - hair care - hair shampoo and conditioner
- health and beauty - hair care - hair treatment
- health and beauty - 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 - tresemme
- 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
- 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 lens 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 - tresemme
- 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 - shampoo and conditioner category - tresemme brands
- health and beauty - shaving cream
- health and beauty - shaving cream - edge
- health and beauty - shaving cream - gillette
- health and beauty - shaving cream - schick hydro
- health and beauty - shaving needs category
- health and beauty - shaving needs category - bic brands
- health and beauty - shaving needs category - edge brands
- health and beauty - shaving needs category - gillette brands
- health and beauty - shaving needs category - schick brands
- health and beauty - skin care
- health and beauty - skin care - aveeno
- 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 men
- 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 wellbeing
- health and wellbeing - alliant nutraceutical supplements
- health and wellbeing - fitness and exercise
- health and wellbeing - health wellness and fitness
- health and wellbeing - health, wellness and fitness
- health and wellbeing - nutraceutical supplements
- health and wellbeing - premium fitness and exercise
- health and wellbeing - premium health and wellbeing
- health and wellbeing - premium health wellness and fitness
- health and wellbeing - premium self-improvement
- health and wellbeing - premium weight loss
- health and wellbeing - self-improvement
- health and wellbeing - 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 fanatics
- 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 robitussin (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 - zytec
- 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 cln brst
- 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- deodorant - arm and hammer ultramax
- health/beauty- deodorant - arid extra dry
- health/beauty- deodorant - arid extra dry (any)
- health/beauty- deodorant - arid extra extra dry
- health/beauty- deodorant - avon (any)
- health/beauty- deodorant - axe
- health/beauty- deodorant - axe (any)
- health/beauty- deodorant - axe dry
- health/beauty- deodorant - axe fresh
- health/beauty- deodorant - brut
- health/beauty- deodorant - degree
- health/beauty- deodorant - degree (any)
- health/beauty- deodorant - degree expert protectn motn sens
- health/beauty- deodorant - degree men
- health/beauty- deodorant - dove
- health/beauty- deodorant - dove (any)
- health/beauty- deodorant - dove men plus care
- health/beauty- deodorant - dry idea (any)
- health/beauty- deodorant - dry idea advanced dry
- health/beauty- deodorant - gillette (any)
- health/beauty- deodorant - mennen (any)
- health/beauty- deodorant - mennen ldyspd stck invisibl dry
- health/beauty- deodorant - mitchum power gel
- health/beauty- deodorant - mitchum power gel for women
- health/beauty- deodorant - old spice
- health/beauty- deodorant - old spice (any)
- health/beauty- deodorant - old spice classic
- health/beauty- deodorant - old spice high endurance
- health/beauty- deodorant - old spice red zone
- health/beauty- deodorant - right guard (any)
- health/beauty- deodorant - right guard sport
- health/beauty- deodorant - right guard sport 3d
- health/beauty- deodorant - right guard total defense power gel
- health/beauty- deodorant - right guard total defense power strip
- health/beauty- deodorant - right guard xtreme fresh
- health/beauty- deodorant - secret
- health/beauty- deodorant - secret (any)
- health/beauty- deodorant - secret clinical strength
- health/beauty- deodorant - secret outlast
- health/beauty- deodorant - secret ph balanced
- health/beauty- deodorant - secret scent expressions
- health/beauty- deodorant - soft and dri (any)
- health/beauty- deodorant - suave
- health/beauty- deodorant - suave (any)
- health/beauty- deodorant - sure
- health/beauty- deodorant - sure (any)
- health/beauty- deodorant - toms of maine (any)
- health/beauty- deodorant bar soap
- health/beauty- depilatories
- health/beauty- external analgesic rubs
- health/beauty- external analgesics rubs
- health/beauty- external analgesics rubs - aspercreme
- health/beauty- eye combo
- health/beauty- eye liner
- health/beauty- eye/lens care solutions
- health/beauty- eye/lens care solutions - gentleal (any)
- health/beauty- eye/lens care solutions - thera tears (any)
- health/beauty- eyelash adhesives
- health/beauty- eyelash curler
- health/beauty- facial anti-aging
- health/beauty- facial anti-aging - garnier (any)
- health/beauty- facial anti-aging - loreal revitalift
- health/beauty- facial anti-aging - olay (any)
- health/beauty- facial anti-aging - olay regenerist
- health/beauty- facial anti-aging - roc (any)
- health/beauty- fade/bleach
- health/beauty- false eyelashes and adhesives
- health/beauty- first aid
- health/beauty- first aid - care band (any)
- health/beauty- first aid - nobrand
- health/beauty- hair accessories
- health/beauty- hair conditioner
- health/beauty- hair conditioner - alberto vo 5 (any)
- health/beauty- hair conditioner - aussie (any)
- health/beauty- hair conditioner - clairol
- health/beauty- hair conditioner - clear scalp and hair
- health/beauty- hair conditioner - clear scalp and hair (any)
- health/beauty- hair conditioner - dove
- health/beauty- hair conditioner - garnier fructis
- health/beauty- hair conditioner - head and shoulders (any)
- health/beauty- hair conditioner - loreal
- health/beauty- hair conditioner - organic root stimulator (any)
- health/beauty- hair conditioner - organix
- health/beauty- hair conditioner - pantene
- health/beauty- hair conditioner - suave
- health/beauty- hair conditioner - suave (any)
- health/beauty- hair conditioner - suave naturals
- health/beauty- hair conditioner - tresseme
- health/beauty- hair conditioner/creme rinse
- health/beauty- hand and body lotion
- health/beauty- hand and body lotion - carmex
- health/beauty- hand and body lotion - cerave
- health/beauty- hand and body lotion - cetaphil (any)
- health/beauty- hand and body lotion - curel (any)
- health/beauty- hand and body lotion - dermasil
- health/beauty- hand and body lotion - dial (any)
- health/beauty- hand and body lotion - eucerin (any)
- health/beauty- hand and body lotion - fruit of the earth (any)
- health/beauty- hand and body lotion - gold bond (any)
- health/beauty- hand and body lotion - gold bond ultimate
- health/beauty- hand and body lotion - intimate
- health/beauty- hand and body lotion - jergens
- health/beauty- hand and body lotion - jergens (any)
- health/beauty- hand and body lotion - jergens natural glow
- health/beauty- hand and body lotion - jergens ultra healing
- health/beauty- hand and body lotion - keri (any)
- health/beauty- hand and body lotion - okeeffes (any)
- health/beauty- hand and body lotion - olay (any)
- health/beauty- hand and body lotion - palmers (any)

- health/beauty- hand and body lotion - queen helene
- health/beauty- hand and body lotion - suave
- health/beauty- hand and body lotion - suave (any)
- health/beauty- hand and body lotion - suave advanced therapy
- health/beauty- hand and body lotion - udderly smooth
- health/beauty- hand and body lotion - vaseline (any)
- health/beauty- hand and body lotion - vaseline spray and go
- health/beauty- hand and body lotion - vaseline total moisture
- health/beauty- hand sanitizers
- health/beauty- hand/bodylotion
- health/beauty- hand/bodylotion - aveeno
- health/beauty- hand/bodylotion - lubriderm
- health/beauty- hand/bodylotion - neutrogena
- health/beauty- hand/bodylotion - nivea
- health/beauty- hand/bodylotion - stives
- health/beauty- hand/bodylotion - suave
- health/beauty- hand/bodylotion - vaseline
- health/beauty- heavy duty hand cleaner
- health/beauty- insect first aid products
- health/beauty- laxative tablets
- health/beauty- laxative tablets - dulcolax
- health/beauty- laxative tablets - fleet (any)
- health/beauty- laxative tablets - metamucil
- health/beauty- laxative tablets - phillips (any)
- health/beauty- laxative tablets - vitafusion (any)
- health/beauty- laxative/stimulant liq/pwdr/oil
- health/beauty- laxative/stimulant liq/pwdr/oil - metamucil
- health/beauty- laxative/stimulant liq/pwdr/oil - metamucil (any)
- health/beauty- laxative/stimulant liq/pwdr/oil - miralax
- health/beauty- laxative/stimulant liq/pwdr/oil - miralax (any)
- health/beauty- lip balm / treatment
- health/beauty- lip balm / treatment - blistex
- health/beauty- lip balm / treatment - eos (any)
- health/beauty- lip balm / treatment - nivea (any)
- health/beauty- lip combo
- health/beauty- lip liner
- health/beauty- lip treatment
- health/beauty- liquid body wash/all other
- health/beauty- liquid vitamins/minerals
- health/beauty- manual toothbrushes
- health/beauty- mens gift pack/sets
- health/beauty- mineral supplements
- health/beauty- motion sickness/emetic/anti-emetic
- health/beauty- mouthwash/dental rinse
- health/beauty- mouthwash/dental rinse - act
- health/beauty- mouthwash/dental rinse - biotene
- health/beauty- mouthwash/dental rinse - colgate total advanced pro shld
- health/beauty- mouthwash/dental rinse - crest 3d white
- health/beauty- mouthwash/dental rinse - lander (any)
- health/beauty- mouthwash/dental rinse - lavoris
- health/beauty- mouthwash/dental rinse - listerine
- health/beauty- mouthwash/dental rinse - listerine ultraclean
- health/beauty- mouthwash/dental rinse - listerine zero
- health/beauty- mouthwash/dental rinse - plax
- health/beauty- mouthwash/dental rinse - scope
- health/beauty- mouthwash/dental rinse - scope dual blast
- health/beauty- multiple
- health/beauty- multiple - aveeno (total master brand)
- health/beauty- neutrogena
- health/beauty- non-deodorant bar soap
- health/beauty- portable oral care
- health/beauty- powder
- health/beauty- power toothbrushes
- health/beauty- razors
- health/beauty- razors - bic
- health/beauty- razors - gillette
- health/beauty- razors - schick
- health/beauty- razors - schick (any)
- health/beauty- regular shampoo
- health/beauty- rfg weight control/nutritional liq/pwd
- health/beauty- sanitarynapkins/liners
- health/beauty- sanitarynapkins/liners - u by kotex (any)
- health/beauty- sanitarynapkins/liners/tampons
- health/beauty- sanitarynapkins/liners/tampons - u by kotex (any)
- health/beauty- sanitarynapkins/tampons
- health/beauty- sanitarynapkins/tampons - always
- health/beauty- sanitarynapkins/tampons - always (any)
- health/beauty- sanitarynapkins/tampons - always dri liners
- health/beauty- sanitarynapkins/tampons - always fresh
- health/beauty- sanitarynapkins/tampons - always infinity
- health/beauty- sanitarynapkins/tampons - always radiant infinity
- health/beauty- sanitarynapkins/tampons - carefree
- health/beauty- sanitarynapkins/tampons - carefree acti fresh
- health/beauty- sanitarynapkins/tampons - carefree original
- health/beauty- sanitarynapkins/tampons - kotex
- health/beauty- sanitarynapkins/tampons - kotex natural balance
- health/beauty- sanitarynapkins/tampons - kotex natural balance (any)
- health/beauty- sanitarynapkins/tampons - kotex natural balance lightdays
- health/beauty- sanitarynapkins/tampons - kotex natural balance security
- health/beauty- sanitarynapkins/tampons - o b (any)
- health/beauty- sanitarynapkins/tampons - playtex gentle glide
- health/beauty- sanitarynapkins/tampons - playtex gentle glide (any)
- health/beauty- sanitarynapkins/tampons - playtex sport
- health/beauty- sanitarynapkins/tampons - stayfree
- health/beauty- sanitarynapkins/tampons - stayfree (any)

- health/beauty- sanitarynapkins/tampons - stayfree ultra thin
- health/beauty- sanitarynapkins/tampons - tampax
- health/beauty- sanitarynapkins/tampons - tampax (any)
- health/beauty- sanitarynapkins/tampons - tampax pearl
- health/beauty- sanitarynapkins/tampons - tampax radiant
- health/beauty- sanitarynapkins/tampons - u by kotex barely there
- health/beauty- sanitarynapkins/tampons - u by kotex clean wear
- health/beauty- sanitarynapkins/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 - tresemme
- 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 hydra gel
- 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 gum (any)
- health/beauty- toothpaste
- health/beauty- toothpaste - aim
- health/beauty- toothpaste - aquafresh
- health/beauty- toothpaste - aquafresh extreme clean
- health/beauty- toothpaste - arm and hammer
- 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 max clean smartfoam
- health/beauty- toothpaste - colgate max fresh
- health/beauty- toothpaste - colgate max white
- 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 advancd 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 complet mult benef dp cln
- health/beauty- toothpaste - crest complt mlnt benft whitng 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
- 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 - viactiv
- 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 - candy/tablets
- 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 - robitussin 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 - bactine
- 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-cepacol
- 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-robitussin 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-daywomans formula
- healthgeneration
- 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_diets
- 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 shoppers
- 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
- insurance - interested in medicare coverage
- insurance - medical insurance
- insurance - medical insurance - accidental death insurance
- insurance - medical insurance - dental insurance
- insurance - medical insurance - disability/loss due to medical insurance
- insurance - medical insurance - long term care insurance
- insurance - medical insurance - prescription drug insurance
- insurance - medical insurance - vision insurance
- insurance - medicare plan d prescription drug purchasers
- insurance - medicare plan d prescription drug purchasers - medicare plan d prescription drug purchasers: highly likely
- insurance - medicare plan d prescription drug purchasers - medicare plan d prescription drug purchasers: likely
- 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 - 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
- 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 - fitness 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

- interests - health and fitness - woman's health
- interests - health and lowfat cooking
- interests - health and wellbeing
- interests - health and wellbeing - diet
- interests - health and wellbeing - fitness and exercise
- interests - health beauty and personal care - face and body care
- interests - health beauty and personal care - health and fitness
- interests - health, beauty and personal care
- interests - health, beauty and personal care - face and body care
- interests - health, beauty and personal care - health and fitness
- interests - home and family- health and beauty
- interests - lifestyles - healthy living
- interests - lifestyles - low fat dieters
- interests - low sugar diet
- interests - sports and fitness
- interests - sports and fitness - aerobics
- interests - sports and fitness - boating and sailing
- interests - sports and fitness - camping and hiking
- interests - sports and fitness - equestrian
- interests - sports and fitness - fishing
- interests - sports and fitness - golf
- interests - sports and fitness - hunting and shooting
- interests - sports and fitness - running
- interests - sports and fitness - scuba diving
- interests - sports and fitness - skiing
- interests - sports and fitness - tennis
- interests - sports and fitness - walking
- international segments - asia-pacific - health and fitness
- international segments - canada - dieting and weight loss
- international segments - canada - health and fitness
- international segments - canada - personal or health insurance
- international segments - europe - health and fitness
- international segments - latin america - health and fitness
- international segments - pakistan - health and fitness
- international segments - russia - health and fitness
- international segments - south africa - health and fitness
- italy - interest - health and beauty
- joint health products purchasing interest
- latin america (latam) - health and fitness
- latin america (latam) - health and fitness - nutrition/diet
- latin america (latam) - home and family - pregnancy
- latin america (latam) - shopping - health and personal care
- latin america - argentina - health and fitness
- latin america - brazil - health and fitness
- latin america - chile - health and fitness
- latin america - colombia - health and fitness
- latin america - mexico - health and fitness
- life event - expectant parent
- life events - expectant parents
- life events - expecting parents
- life moments - expecting parents
- life stage - expecting a baby
- life stage - expecting baby
- life stage - familystatus - 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 - 9round
- 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 - youfit health 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 - heathy 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 baby/prenatal 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 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 - pharma - actively seek info about nutrition/diet
- lifestyle statements - pharma - always look for most advertised meds available
- lifestyle statements - pharma - first sign of pain, i take medicine
- lifestyle statements - pharma - health info by drug companies is useful
- lifestyle statements - pharma - i am comfortable to register on health websites
- lifestyle statements - pharma - i frequently take preventive medicine
- lifestyle statements - pharma - i gather health info from newsletters
- lifestyle statements - pharma - i gather health information from website
- lifestyle statements - pharma - i only use drug brands recommended by doctor
- lifestyle statements - pharma - i rely on my doctor to guide me on medical/health matters
- lifestyle statements - pharma - i take non prescription meds as soon as sick
- lifestyle statements - pharma - important to go to doctor when i'm ill
- lifestyle statements - pharma - look info to choose healthcare treatment
- lifestyle statements - shopping - look for organic/natural in health/beauty products
- lifestyles - contributors - health
- lifestyles - healthy and fit
- lifestyles - lifestyles - healthy and fit
- lifestyles and interests - diet conscious households
- lifestyles and interests - diet conscious households - diet conscious households: highly likely
- lifestyles and interests - diet conscious households - diet conscious households: likely
- lifestyles and interests - diet conscious households - diet conscious households: unlikely
- lifestyles and interests - healthy households
- lifestyles and interests - healthy households - healthy households: highly likely
- 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

- middle east - egypt - health and fitness
- middle east - gulf cooperation council - health and fitness
- middle east - saudi arabia - health and fitness
- middle east - turkey - health and fitness
- middle east - united arab emirates - health and fitness
- mobile audience - lifestyle - gym and health
- mobile audience - lifestyle - health
- mobile audience - lifestyle - hospital and healthcare workers
- mobile audience - public - healthcare
- mobile audience - public - hospital
- mobile audience - retail - health conscious shoppers
- mobile audience - retail - pharmacy shoppers
- natural health products purchasing inte
- newborn network - expectant parents
- newborn network - expectant, new and digital parents
- newborn network - expectant, new and digital parents - affluent moms and dads
- newborn network - expectant, new and digital parents - african american moms and dads
- newborn network - expectant, new and digital parents - all
- newborn network - expectant, new and digital parents - dads
- newborn network - expectant, new and digital parents - green aware moms and dads
- newborn network - expectant, new and digital parents - moms
- no - intent - fitness and health
- no - interest - fitness and health
- non-profit and social causes - non-profit donors - health
- offline brand purchasers - carefree pantyliners
- offline brand purchasers - healthy choice
- offline brand purchasers - skin bracer asl
- offline diet product buyer
- offline product purchasers - cold and flu medicine
- offline product purchasers - cough and cold remedies
- offline product purchasers - deodorant
- offline product purchasers - eye care
- offline product purchasers - feminine care / sanitary protection
- offline product purchasers - first aid
- offline product purchasers - grooming aids
- offline product purchasers - hair care
- offline product purchasers - protein/health bars
- offline product purchasers - skin care preparations
- offline product purchasers - toothbrushes, floss, accessories
- offline product purchasers - toothpaste
- offline product purchasers - vitamins
- offline product purchasers - weight control and diet aids
- online buyer - personal health
- oral hygiene category - colgate brands - colgate
- oral hygiene category - colgate brands - colgate total
- oral hygiene category - colgate brands - colgate total advanced
- oral hygiene category - crest brands - crest
- oral hygiene category - crest brands - crest 3d white
- oral hygiene category - crest brands - crest pro-health
- other insurance - likely other medical insurance - disability insurance due to loss of income through medical causes
- other insurance - likely other medical insurance - long term care insurance
- other insurance - likely other medical insurance - vision care insurance
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-ever use sudafed cold and sinus
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-ever use tylenol allergy/sinus
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use last 12m : allegra
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-advil cold/sinus
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-alka-seltzer plus c
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-benadryl allergy
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-benadryl allergy and
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-claritin
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-robatussin cold
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-theraflu
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-tylenol allergy/sinus
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-tylenol cold
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-tylenol flu
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-tylenol sinus
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-vicks dayquil
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-vicks nyquil
- over the counter medications - cold/allergy/sinus - cold/allergy/sinus remedy-use most-vicks vaporub
- over-the-counter remedies
- over-the-counter remedies - analgesics
- over-the-counter remedies - analgesics - advil
- over-the-counter remedies - analgesics - advil pm
- over-the-counter remedies - analgesics - aleve
- over-the-counter remedies - analgesics - bayer
- over-the-counter remedies - analgesics - bengay
- over-the-counter remedies - analgesics - excedrin
- over-the-counter remedies - analgesics - icy hot
- over-the-counter remedies - analgesics - tylenol
- over-the-counter remedies - bausch and lomb
- over-the-counter remedies - cough and cold
- over-the-counter remedies - cough and cold - afrin
- over-the-counter remedies - cough and cold - claritin
- over-the-counter remedies - cough and cold - vicks nyquil

- 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 - digestion and nausea - prilosec
- 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 - first aid and emergency supplies - benadryl
- 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 - l'il critters gummyvites
- 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
- passionate about - health and beauty - weight loss
- past purchase - vitamins/health products
- past purchase - vitamins/health products - dollars spent: 1-30
- past purchase - vitamins/health products - dollars spent: 219-9999
- 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 babyoil
- personal care - baby products - baby oil and baby lotion-use most-johnson's babyoil
- personal care - baby products - baby/children 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-butler g-u-m
- 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 - gillette 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

- personal care - eye drops - bausch 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-bausch 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-visine
- 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-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-neutrogena
- 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-gillette satin care
- personal care - shaving cream - shaving cream or gel-brand use most-skintimate
- personal care - shaving cream - skintimate
- personal care - tampons - tampons-brand use most-kotex
- personal care - tampons - tampons-brand use most-playtex
- personal care - tampons - tampons-brand use most-tampax
- 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 bybraun
- 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-oral-b indicator
- 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 - health and well being - 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
- purchasing interest - joint health products purchasing interest
- purchasing interest - natural health products purchasing interest
- 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 - pharmacy shoppers - boots pharmacy
- retail - pharmacy shoppers - co-op pharmacy
- retail - pharmacy shoppers - cvs pharmacy
- retail - pharmacy shoppers - lloyds pharmacy
- retail - pharmacy shoppers - medicine shoppe pharmacy
- retail - pharmacy shoppers - rite aid
- retail - pharmacy shoppers - rowlands pharmacy
- retail - pharmacy shoppers - shopko express
- retail - pharmacy shoppers - 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/supplements)
- 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
- seasonals - spring - allergy sufferers
- seasonals - winter - cold and flu sufferers
- seasonals - 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

- shopping - coupon - beauty and health products coupons
- shopping - cpg / fmcg - health and beauty
- shopping - health and beauty
- shopping - health and beauty - beauty and health products
- shopping - health and beauty - children's healthcare
- shopping - health and beauty - cold and flu remedies
- shopping - health and beauty - contact lenses
- shopping - health and beauty - elder care
- shopping - health and beauty - eyeglasses
- shopping - health and beauty - hair care
- shopping - health and beauty - health aids
- shopping - health and beauty - herbal remedies
- shopping - health and beauty - luxury beauty products
- shopping - health and beauty - nail care
- shopping - health and beauty - over the counter drugs
- shopping - health and beauty - personal care
- shopping - health and beauty - sinus and allergy medications
- shopping - health and beauty - skin care
- shopping - health and beauty - sleep aids
- shopping - health and beauty - teeth whitening
- shopping - health and beauty - vitamins
- shopping - home and garden - air conditioner
- ski - accessories - skin care
- snowboard - accessories - skin care
- social - social influencers - health
- sociodemographic - consumer typology - lohas (lifestyle of health and sustainability)
- southeast asia (sea) - interest - health and fitness
- spending model - personal health
- sports - fitness and exercise
- sports - fitness and exercise - crossfit
- sports - fitness and exercise - gym goers
- sports - fitness and exercise - joggers runners
- sports - fitness and exercise - mixed martial arts
- sports - fitness and exercise - yoga pilates
- sports - fitness and exercise enthusiasts
- sports - fitness enthusiast
- sports - outdoors - fitness
- sports - walking for health enthusiasts
- sports and fitness
- sports and fitness - baseball
- sports and fitness - basketball
- sports and fitness - fitness
- sports and fitness - football
- sports and fitness - golf
- sports and fitness - great outdoors
- sports and fitness - healthy living
- sports and fitness - running
- sports and fitness - scuba diving
- sports and fitness - snow skiing
- sports and fitness - sporting interest
- sports equipment and outdoor gear - exercise and fitness - home gyms
- sports equipment and outdoor gear - exercise and fitness - workout and yoga
- sports equipment and outdoor gear - fitness equipment
- staying healthy
- style and fashion - beauty - hair care
- style and fashion - beauty - skin care
- style and fashion - health and beauty
- style and fashion - health and beauty - baby product
- style and fashion - health and beauty - beauty
- style and fashion - health and beauty - personal care
- sub category - beauty and personal hygiene - deodorants
- sub category - beauty and personal hygiene - hair cleaning shampoo wet (inc 2 in 1)
- sub category - beauty and personal hygiene - hair conditioners, rinse out
- sub category - beauty and personal hygiene - mouthwash/oral rinses/antiseptics, foam/gel/liquid
- sub category - beauty and personal hygiene - sanitary protection
- sub category - beauty and personal hygiene - skin care, toothbrushes, electric
- sub category - beauty and personal hygiene - tooth cleaning
- sub category - beauty and personal hygiene - toothbrushes, regular, manual
- sub category - health aids
- sub category - health aids - allergy/hayfever remedies
- sub category - health aids - antacids capsules/lozenges/tablets
- sub category - health aids - antiseptic cream/liquid, multi dose
- sub category - health aids - cold/flu remedies
- sub category - health aids - cotton wool
- sub category - health aids - cough remedies liquid, multi dose
- sub category - health aids - general analgesics
- sub category - health aids - health suppl, combinations, capsules/tablets
- sub category - health aids - herb/nut based sauce (add and serve), ambient
- sub category - health aids - plasters precut
- sub category - health aids - sore throat remedies lozenges/strips/tablets
- sub category - health aids - sun protection, cream/gel/liquid
- sub category - health aids - vitamin supplements, capsules/tablets
- sub category - sugar/candy - cough/throat sweets, non medicated
- sugar/candy - cough/throat sweets
- sugar/candy - cough/throat sweets - jakemans throat/ chest relief
- sugar/candy - cough/throat sweets - non medicated, jakemans
- tooth cleaning - cream/gel/liquid/paste (natural teeth) - aquafresh
- tooth cleaning - cream/gel/liquid/paste (natural teeth) - arm and hammer
- tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate
- tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate advanced
- tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate cavity protection

- o tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate sensitive
- o tooth cleaning - cream/gel/liquid/paste (natural teeth) - colgate total
- o tooth cleaning - cream/gel/liquid/paste (natural teeth) - macleans
- o tooth cleaning - cream/gel/liquid/paste (natural teeth) - oral b
- o tooth cleaning - cream/gel/liquid/paste (natural teeth) - private label
- o tooth cleaning - cream/gel/liquid/paste (natural teeth) - sensodyne
- o transactions - electronics - healthcare
- o transactions - health and wellness
- o transactions - health and wellness - diagnostic products
- o transactions - health and wellness - supplements
- o transactions - health and wellness - weight-loss products
- o transactions - medical products
- o transactions - personal services - healthcare
- o transactions - pharmaceuticals
- o transactions - pharmacy supplies
- o uk - dealing with stress - contemplators
- o uk - dealing with stress - hot and cold
- o uk - dealing with stress - quick fix
- o uk - health
- o uk - intent - dietary supplement
- o uk - life events - expecting parents
- o uk - lifestyles - healthy and fit
- o uk - retail - health and beauty
- o uk data - affinity - health and beauty
- o uk data - retail - shopped at superdrug
- o us - dealing with stress - comfort seekers
- o us - dealing with stress - contemplators
- o us - dealing with stress - emotional
- o us - dealing with stress - quick fix
- o us - dealing with stress - stress converters
- o us - dealing with stress - talk it over
- o us data - affinity - health and beauty
- o us data - nonprofit donations - health
- o us data - publishing - health
- o us data - retail - health
- o us data - seasonal - seasonal allergies
- o us health
- o us health - health and beauty
- o us health - health and medical
- o us health - health and wellness
- o us health - social
- o us in-market - consumer packaged goods (cpg) - health and beauty
- o us life events - expecting moms
- o us mobile - health
- o us mobile - health - health and beauty
- o us mobile - health - health and medical
- o us mobile - health - health and wellness
- o us mobile - health - social
- o us mobile - life events - expecting moms
- o us reach - health
- o us reach - health - health and medical
- o user hobbies and interests - charitable donor - health
- o video - video engagers - health
- o vitamin shoppe - all buyers - 12 months
- o vitamins and nutrition
- o wants to buy - interests - fitness equipment
- o wants to buy - interests - fitness services
- o way of life - health conscious
- o way of life - low fat dieters
- o way of life - low sugar dieters
- o web and email - consumer response categories - health and beauty
- o well beings
- o wellness
- o wellness - gyms and fitness clubs: high spenders
- o white-collar working-class - fitness interests
- o women - parenting - pregnancy
- o women's hygiene and beauty - heavy facial skincare user
- o word of mouth influencers - conversation catalysts - healthcare
- o word of mouth influencers - conversation catalysts - personal care/ beauty
- o word of mouth influencers - cpg/pharma
- o word of mouth influencers - cpg/pharma - talks about cleaning and laundry
- o word of mouth influencers - cpg/pharma - talks about clorox
- o word of mouth influencers - cpg/pharma - talks about deodorant
- o word of mouth influencers - cpg/pharma - talks about dove
- o word of mouth influencers - cpg/pharma - talks about facial and body
- o word of mouth influencers - cpg/pharma - talks about household durables
- o word of mouth influencers - cpg/pharma - talks about olay
- o word of mouth influencers - cpg/pharma - talks about oral health products
- o word of mouth influencers - cpg/pharma - talks about over the counter meds
- o word of mouth influencers - cpg/pharma - talks about pharmacies
- o word of mouth influencers - cpg/pharma - talks about tylenol
- o word of mouth influencers - issues - talks about health insurance/system
- o word of mouth influencers - issues - talks about nutrition/healthyeating