

## 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

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

## Full List of Segments

About to Buy / Drugstore & Pharmacy	About to Buy / Interests / Electronic Smoking Vapor
About to Buy / Drugstore & Pharmacy / Hair Care	About to Buy / Interests / Fitness Equipment
About to Buy / Drugstore & Pharmacy / Medicines & Prescriptions	About to Buy / Interests / Fitness Subscriptions
About to Buy / Food & Drink / Health Foods & Vitamins	About to Buy / Interests / Health and Wellness Equipment
About to Buy / Food and Drink / Health Foods and Vitamins	Academic Major / Dental Hygiene
	Academic Major / Health Care Administration
	Academic Major / Medicine

Academic Major / Nursing/Nurse Practitioner  
Academic Major / Nutrition  
Academic Major / Public Health  
Academic Major / Science (Health)  
Academic Major / Sports Medicine  
Acne  
ACR SmartTV / Commercial / Men's Health  
ACR SmartTV / Commercial / Weight Loss  
ACR SmartTV / Commercial / Women's Health  
Active Buyers / Health  
Active/Interest In / Fitness / Fitness Enthusiast (EX)  
Active/Interest In / Health / Healthy Living (EX)  
Active/Interest In / Health / Weight Conscious (EX)  
ActiveHealthyLifestyle\_12mo\_1296  
ActiveHealthyLifestyle\_Purchasers\_12mo\_1296  
Activities and Interests / Sports and Fitness  
Activities and Interests / Sports and Fitness /  
American Football  
Activities and Interests / Sports and Fitness / Archery  
Activities and Interests / Sports and Fitness / Auto  
Racing  
Activities and Interests / Sports and Fitness /  
Badminton  
Activities and Interests / Sports and Fitness / Ballet  
Activities and Interests / Sports and Fitness / BASE  
Jumping  
Activities and Interests / Sports and Fitness /  
Baseball  
Activities and Interests / Sports and Fitness /  
Basketball  
Activities and Interests / Sports and Fitness /  
Billiards/Pool  
Activities and Interests / Sports and Fitness / Boating  
Activities and Interests / Sports and Fitness / Boating  
/ Bareboating  
Activities and Interests / Sports and Fitness / Boating  
/ Canoeing  
Activities and Interests / Sports and Fitness / Boating  
/ River Rafting  
Activities and Interests / Sports and Fitness / Boating  
/ Rowing  
Activities and Interests / Sports and Fitness / Boating  
/ Sailing and Yachting  
Activities and Interests / Sports and Fitness / Boating  
/ Sailing Schools  
Activities and Interests / Sports and Fitness / Boating  
/ Waverunners  
Activities and Interests / Sports and Fitness /  
Bodybuilding  
Activities and Interests / Sports and Fitness / Bowling  
Activities and Interests / Sports and Fitness / Boxing  
Activities and Interests / Sports and Fitness / Bungee  
Jumping

Activities and Interests / Sports and Fitness / Cricket  
Activities and Interests / Sports and Fitness / Curling  
Activities and Interests / Sports and Fitness / Cycling  
Activities and Interests / Sports and Fitness / Cycling  
/ Mountain Biking  
Activities and Interests / Sports and Fitness / Cycling  
/ Road Biking  
Activities and Interests / Sports and Fitness / Dancing  
Activities and Interests / Sports and Fitness / Diet  
Activities and Interests / Sports and Fitness / Diving  
Activities and Interests / Sports and Fitness / Events  
Activities and Interests / Sports and Fitness /  
Exercise  
Activities and Interests / Sports and Fitness /  
Extreme Sports  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Adventure Racing  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Adventure Racing / Dirt Bike Racing  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Adventure Racing / Horse Racing  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Barefoot Waterskiing  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Bungee Jumping  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Deep Sea Fishing  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Elephant Polo  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Skysurfing  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Sport Climbing  
Activities and Interests / Sports and Fitness /  
Extreme Sports / Street Luge  
Activities and Interests / Sports and Fitness / Fencing  
Activities and Interests / Sports and Fitness / Fishing  
Activities and Interests / Sports and Fitness / Fishing  
/ Deep Sea Fishing  
Activities and Interests / Sports and Fitness / Fishing  
/ Fly Fishing  
Activities and Interests / Sports and Fitness / Fishing  
/ Saltwater Fishing  
Activities and Interests / Sports and Fitness / Fitness  
and Health  
Activities and Interests / Sports and Fitness / Flag  
Football  
Activities and Interests / Sports and Fitness / Frisbee  
Activities and Interests / Sports and Fitness / Golf  
Activities and Interests / Sports and Fitness /  
Gymnastics  
Activities and Interests / Sports and Fitness /  
Handball

Activities and Interests / Sports and Fitness / Hiking  
Activities and Interests / Sports and Fitness / Hockey  
Activities and Interests / Sports and Fitness /  
Horseback Riding  
Activities and Interests / Sports and Fitness / Hunting  
Activities and Interests / Sports and Fitness / Hunting  
/ Falconry  
Activities and Interests / Sports and Fitness / Ice  
Skating  
Activities and Interests / Sports and Fitness / Inline  
Skating  
Activities and Interests / Sports and Fitness /  
Lacrosse  
Activities and Interests / Sports and Fitness / Martial  
Arts  
Activities and Interests / Sports and Fitness / Martial  
Arts / Karate  
Activities and Interests / Sports and Fitness / Martial  
Arts / Tai Kwan Do  
Activities and Interests / Sports and Fitness /  
Motorsports  
Activities and Interests / Sports and Fitness /  
Mountaineering  
Activities and Interests / Sports and Fitness /  
Multisport Adventures  
Activities and Interests / Sports and Fitness /  
Paintball  
Activities and Interests / Sports and Fitness /  
Parasailing  
Activities and Interests / Sports and Fitness / Pilates  
Activities and Interests / Sports and Fitness / Polo  
Activities and Interests / Sports and Fitness /  
Racketball  
Activities and Interests / Sports and Fitness / Rock  
climbing  
Activities and Interests / Sports and Fitness /  
Running and Jogging  
Activities and Interests / Sports and Fitness /  
Skateboarding  
Activities and Interests / Sports and Fitness / Skating  
Activities and Interests / Sports and Fitness /  
Snorkeling/Scuba Diving  
Activities and Interests / Sports and Fitness / Snow  
Skiing  
Activities and Interests / Sports and Fitness / Snow  
Skiing / Heliskiing  
Activities and Interests / Sports and Fitness /  
Snowboarding  
Activities and Interests / Sports and Fitness / Soccer  
Activities and Interests / Sports and Fitness /  
Spinning  
Activities and Interests / Sports and Fitness / Sports  
Camps

Activities and Interests / Sports and Fitness / Squash  
(Sport)  
Activities and Interests / Sports and Fitness / Surfing  
Activities and Interests / Sports and Fitness /  
Swimming  
Activities and Interests / Sports and Fitness / Tennis  
Activities and Interests / Sports and Fitness /  
Triathlons  
Activities and Interests / Sports and Fitness /  
Volleyball  
Activities and Interests / Sports and Fitness /  
Wakeboarding  
Activities and Interests / Sports and Fitness /  
Walking  
Activities and Interests / Sports and Fitness / Water  
Polo  
Activities and Interests / Sports and Fitness / Water  
Skiing  
Activities and Interests / Sports and Fitness / Weight  
Lifting  
Activities and Interests / Sports and Fitness / Weight  
Loss  
Activities and Interests / Sports and Fitness / Yoga  
Ad Exposure by Brand / UnitedHealthcare  
AE / Geo-Behavioural / Health and Beauty / Female  
Hair and Beauty Customers  
AE / Geo-Behavioural / Healthcare / Pharmacy  
Shoppers  
AE / Geo-Behavioural / Healthcare / Visits  
Healthcare Facilities  
Affinity / Health & Wellbeing  
Affinity / Health & Wellbeing  
Affinity / Sports / Personal Fitness  
Affinity / Sports / Personal Fitness  
Allergy  
Allergy / Allergy Relief  
Allergy & Cold Sufferers  
Alternative Medicine  
Alzheimers Research Charities Intent to Give  
Android Users / Health and Fitness  
App / In Market / Considering / Beauty\_Health  
App / In Market / Considering / Beauty\_Health /  
Aging Care  
App / In Market / Considering / Beauty\_Health /  
Base Make  
App / In Market / Considering / Beauty\_Health /  
Beauty Appliances  
App / In Market / Considering / Beauty\_Health /  
Body Care  
App / In Market / Considering / Beauty\_Health /  
Depilation  
App / In Market / Considering / Beauty\_Health / Diet

App / In Market / Considering / Beauty\_Health / Esthetic  
App / In Market / Considering / Beauty\_Health / For Men  
App / In Market / Considering / Beauty\_Health / Hair Care  
App / In Market / Considering / Beauty\_Health / Health Goods  
App / In Market / Considering / Beauty\_Health / Health Goods / Diet Foods  
App / In Market / Considering / Beauty\_Health / Health Goods / Health Foods\_Supplement  
App / In Market / Considering / Beauty\_Health / Make Up  
App / In Market / Considering / Beauty\_Health / Skin Care  
App / In Market / Purchased / Beauty\_Health  
App / In Market / Purchased / Beauty\_Health / Aging Care  
App / In Market / Purchased / Beauty\_Health / Beauty Appliances  
App / In Market / Purchased / Beauty\_Health / Body Care  
App / In Market / Purchased / Beauty\_Health / Depilation  
App / In Market / Purchased / Beauty\_Health / Diet  
App / In Market / Purchased / Beauty\_Health / For Men  
App / In Market / Purchased / Beauty\_Health / Hair Care  
App / In Market / Purchased / Beauty\_Health / Health Goods  
App / In Market / Purchased / Beauty\_Health / Make Up  
App / In Market / Purchased / Beauty\_Health / Oral Care  
App / In Market / Purchased / Beauty\_Health / Skin Care  
App / Interest / Beauty\_Health  
App / Interest / Beauty\_Health / Beauty  
App / Interest / Beauty\_Health / Beauty / Body Care  
App / Interest / Beauty\_Health / Beauty / Dental Care  
App / Interest / Beauty\_Health / Beauty / Diet  
App / Interest / Beauty\_Health / Beauty / Hair Care  
App / Interest / Beauty\_Health / Beauty / Skin Care  
App / Interest / Beauty\_Health / Beauty / Skin Care / BB Cream\_CC Cream  
App / Interest / Beauty\_Health / Beauty / Skin Care / Facial Wash  
App / Interest / Beauty\_Health / Beauty / Skin Care / Serum\_Facial Mask  
App / Interest / Beauty\_Health / Beauty / UV Care

App / Interest / Beauty\_Health / Health  
App / Interest / Beauty\_Health / Health / Health Care  
App / Interest / Beauty\_Health / Health / Health Foods\_Supplement  
App / Interest / Beauty\_Health / Health / Kampo  
App / Interest / Beauty\_Health / Health / Nutrition Care  
App / Interest / Beauty\_Health / Health / Pollen Allergy  
App / Interest / Entertainment / Books / Health  
App / Interest / Entertainment / Idol / Johnny's / Arashi  
App / Interest / Finance\_Insurance / Insurance / Health Insurance  
App / Interest / Finance\_Insurance / Insurance / Medical Insurance  
App / Interest / Hobby / Idol / Johnny's / Arashi  
App / Interest / Hobby / Recipe / Diet  
App / Interest / News\_Society / Welfare\_Nursing  
App / Life Stage / Nursing Care  
App / Location / Traffic / Smoking / etobacco / glo  
App / Location / Traffic / Smoking / etobacco / iqos  
App / Location / Traffic / Smoking / etobacco / plloom tech  
App / Location / Traffic / Smoking / etobacco / vape  
App / Used Store / Pharmacy  
App > Interest > Beauty\_Health  
App > Interest > Beauty\_Health > Beauty  
App > Interest > Beauty\_Health > Beauty > Body Care  
App > Interest > Beauty\_Health > Beauty > Dental Care  
App > Interest > Beauty\_Health > Beauty > Diet  
App > Interest > Beauty\_Health > Beauty > Hair Care  
App > Interest > Beauty\_Health > Beauty > Skin Care  
App > Interest > Beauty\_Health > Beauty > Skin Care > BB Cream\_CC Cream  
App > Interest > Beauty\_Health > Beauty > Skin Care > Facial Wash  
App > Interest > Beauty\_Health > Beauty > Skin Care > Serum\_Facial Mask  
App > Interest > Beauty\_Health > Beauty > UV Care  
App > Interest > Beauty\_Health > Health  
App > Interest > Beauty\_Health > Health > Health Care  
App > Interest > Beauty\_Health > Health > Health Foods\_Supplement  
App > Interest > Beauty\_Health > Health > Kampo  
App > Interest > Beauty\_Health > Health > Nutrition Care  
App > Interest > Beauty\_Health > Health > Pollen Allergy

App > Interest > Entertainment > Books > Health  
App > Interest > Finance\_Insurance > Insurance >  
Health Insurance  
App > Interest > Finance\_Insurance > Insurance >  
Medical Insurance  
App > Interest > Hobby > Recipe > Diet  
App > Interest > News\_Society > Welfare\_Nursing  
App > Life Stage > Nursing Care  
App > Location > Traffic > Smoking > etobacco > glo  
App > Location > Traffic > Smoking > etobacco > iqos  
App > Location > Traffic > Smoking > etobacco >  
ploom tech  
App > Location > Traffic > Smoking > etobacco > vape  
App > Used Store > Pharmacy  
Apps Owned by Genre / Health & Fitness - Cookies  
Apps\_Owned\_by\_Genre / Health\_&\_Fitness  
Area and Place / Destination / Medical/Health /  
Blood Donation  
Area and Place / Destination / Medical/Health /  
Clinics  
Area and Place / Destination / Medical/Health /  
Emergency Rooms  
Area and Place / Destination / Medical/Health /  
Health Center  
Area and Place / Destination / Medical/Health /  
Health Products  
Area and Place / Destination / Medical/Health /  
Hospital  
Area and Place / Destination / Medical/Health /  
Medical appliances  
Area and Place / Destination / Medical/Health /  
Pharmacy  
Area and Place / Destination / Medical/Health /  
Postnatal Care  
Area and Place / Destination / Sports/Leisure /  
Fitness/Yoga/Filates  
ARGENTINA / Activation Segment / Diet (EN), Dieta  
(ES), Dieta (PT)  
ARGENTINA / Activation Segment / Healthy eating  
(EN), Alimentacion saludable (ES), Alimentacao  
saudavel (PT)  
ARGENTINA / Interest / Health (EN), Salud (ES),  
Saude (PT)  
ARGENTINA / Life Style / Fitness and Wellness (EN),  
Deportista (ES), Esportista (PT)  
Asia-Pacific / APAC Health and Fitness  
Asia-Pacific / Australia / Dieting and Weight Loss  
Asia-Pacific / Australia / Health and Fitness  
Asia-Pacific / Australia / Personal or Health Insurance  
Asia-Pacific / Australia / Weightlifting  
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 / Singapore / Weightlifting  
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  
AU / Brand / Anytime Fitness Visitors  
AU / Brand / Fernwood Fitness Visitors  
AU / Brand / Fitness First Visitors  
AU / Brand / Guardian Pharmacy Visitors  
AU / Brand / Snap Fitness Visitors  
AU / Category / Gym And Fitness Centers Visitors  
AU / Category / Health And Diet Food Visitors  
AU / healthcare  
AU / healthcare / busy bee pharmacy  
AU / healthcare / guardian pharmacy  
AU / healthcare / hospital visitors  
AU / healthcare / pharmacy shoppers  
AU / healthcare / priceline pharmacy  
AU / retail / sporting goods & fitness shoppers  
AU / sports and leisure / anytime fitness  
AU / sports and leisure / crunch fitness  
AU / sports and leisure / fitness first  
AU / sports and leisure / flex fitness  
AU / sports and leisure / go health clubs  
AU / sports and leisure / plus fitness 24/7  
AU / sports and leisure / sam's fitness  
AU / sports and leisure / snap fitness  
AU / sports and leisure / southside fitness  
Audiences / France / 360 / Ineldea\_FitnessCenters  
Audiences / Indonesia / 360 / Health  
Audiences / Malaysia / 360 / MY\_Health & fitness  
Audiences / Thailand / 360 / TH\_Health Enthusiasts  
Audiences / United States / 360 / Living proof-  
Fitness - kord40dlxx8g: 1302993  
Audiences / United States / 360 /Fitness\_Workout -  
ko5i0m44j660  
Audiences / United States / 360 /ND Department of  
Health\_LGBTQ ND Quits - ko2l4f7bdmn5  
Audiences / United States / Custom\_Health&Fitness  
Audiences / Vietnam / 360 / VN\_Health & wellness  
B2C / Donor / Health Causes -- Co-op Sourced  
B2C / Interests / Arts & Entertainment / Reading /  
Medical/Health

B2C / Interests / Cooking, Food and Beverage / Nutritional Foods  
B2C / Interests / Health & Fitness  
B2C / Interests / Health, Beauty and Personal Care  
B2C / Interests / Health, Beauty and Personal Care / Face and Body Care  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness / Diet  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness / Diet / Dieting and Weight Loss  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness / Diet / Weight Management  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness / Fitness  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness / Fitness -- Co-op Sourced  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness / Health  
B2C / Interests / Health, Beauty and Personal Care / Health and Fitness / Physical Fitness Clubs  
B2C / Interests / Health, Beauty and Personal Care / Health and Indoor Activity -- Co-op Sourced  
B2C / Interests / Healthy Living  
B2C / Interests / Lifestyles / Healthy Living  
B2C / Interests / Mobile App / Health and Wellness  
B2C / Interests / Mobile App / Health and Wellness / OTC Health  
B2C / Lifestyles / Healthy & Fit  
B2C / Profession / Nursing  
B2C / Purchases / Books / Health Book or Magazine Buyer -- Co-op Sourced  
B2C / Purchases / Diet & Weight Loss Products -- Co-op Sourced  
B2C / Purchases / Health & Fitness Products -- Co-op Sourced  
B2C / Purchases / Insurance Products / Dental -- Co-op Sourced  
B2C / Purchases / Insurance Products / Health -- Co-op Sourced  
B2C / Purchases / Insurance Products / Vision -- Co-op Sourced  
B2C / Purchases / Vitamins-- Co-op Sourced  
B2C / TargetReady / Health and Fitness  
B2C / TargetReady / Health and Fitness / Diet Products  
B2C / TargetReady / Health and Fitness / Heavy Vitamin and Dietary Supplement  
B2C / TargetReady / Health and Fitness / Physical Fitness Clubs  
B2C / TargetReady / Health and Fitness / Pilates/Yoga

B2C / TargetReady / Insurance / Health Insurance (personal)  
B2C / TargetReady / Insurance / Health Insurance (through work)  
B2C / TargetReady / Lifestyles / Alternative Medicine  
Baby and Toddler / Baby Health  
Baby and Toddler / Baby Health / Baby Care Products - Ointments and Creams  
Baby and Toddler / Baby Health / Nursing Accessories  
Baby and Toddler / Baby Health / Pain Remedies - Baby and Toddler  
Baby and Toddler / Baby Care Products - Ointments and Creams  
Baby and Toddler / Baby Health  
Baby and Toddler / Baby Health - Remaining  
Baby and Toddler / Nursing Accessories  
Baby and Toddler / Pain Remedies - Baby and Toddler  
Baby and Toddler / Vitamins - Baby and Toddler  
Baby\_BabyHealth\_0\_100\_3mo  
Baby\_Infant  
Basics\_Nursing\_Feeding\_0\_100\_6mo\_3363  
Baby\_InfantBasics\_Feeding\_and\_Health\_0\_100\_12mo\_2810  
Baby\_InfantBasicsFurniture\_FeedingHealth\_0\_100\_3mo\_3511  
BabyHealth\_0\_100\_12mo\_3363  
Basketball Stadiums / Wellness and Events Center  
Basketball Stadiums / Wellness, Recreation & Athletics Center  
Beauty & Fitness  
Beauty & Fitness / Beauty Pageants  
Beauty & Fitness / Cosmetic Procedures  
Beauty & Fitness / Face & Body Care  
Beauty & Fitness / Face & Body Care / Skin & Nail Care  
Beauty & Fitness / Face & Body Care / Unwanted Body & Facial Hair Removal  
Beauty & Fitness / Fitness  
Beauty & Fitness / Fitness / Bodybuilding  
Beauty & Fitness / Fitness / Fitness Equipment & Accessories  
Beauty & Fitness / Fitness / Fitness Instruction & Personal Training  
Beauty & Fitness / Fitness / Gyms & Health Clubs  
Beauty & Fitness / Fitness / Yoga & Pilates  
Beauty & Fitness / Hair Care  
Beauty & Fitness / Spas & Beauty Services  
Beauty & Fitness / Spas & Beauty Services / Massage Therapy  
Beauty & Fitness / Weight Loss

Beauty and Personal Care / Hair Products / Cream Hair Removal  
Beauty and Personal Care / Hair Products / Use Hair Removal (Bleach,Depilatories,Waxing)  
Beauty and Personal Care / Hair Products / Wax Hair Removal  
Beauty and Personal Care / Health and Beauty Aids / Denture Cleaners-Fixodont  
Better\_wellnessdpcis\_12mo  
Book / Magazine Subscribers / Interest / Type / Health  
Books & Magazines / Book Genre Preference / Book Genre Preference: Medical & Health  
Books & Magazines / Financial & Health Paid Newsletter Subscribers / Financial & Health Paid Newsletter Subscribers: Highly Likely  
Books & Magazines / Financial & Health Paid Newsletter Subscribers / Financial & Health Paid Newsletter Subscribers: Likely  
Books & Magazines / Financial & Health Paid Newsletter Subscribers / Financial & Health Paid Newsletter Subscribers: Unlikely  
Brand Product / Limpieza Dental  
Brand Product / Limpieza Dental-Crema/Gel/Liquido/Pasta (Dientes Naturales)  
Brand Product / Limpieza Dental-Crema/Gel/Liquido/Pasta (Dientes Naturales)-Procter & Gamble/Procter & Gamble-Oral B  
Brand Product / Limpieza Dental-Crema/Gel/Liquido/Pasta (Dientes Naturales)-Unilever/Unilever-Signal  
Branded Data / 1st Party / Shopper Currently Seeking / Health Shoppers  
Branded Data / Active Buyers / Beauty & Wellness  
Branded Data / Active Buyers / Fitness  
Branded Data / Active Buyers / Health Insurance  
Branded Data / Aircraft Owner / Weight Shift Control  
Branded Data / Australia / Health & Fitness  
Branded Data / Australia / Health & Fitness / Exercise Enthusiasts  
Branded Data / Australia / Health & Fitness / Runners & Cyclists  
Branded Data / Australia / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / Australia / Retail / Pharmacy Patrons  
Branded Data / Australia, NZ, Asia Pacific / AU RDA Research / RDA Donor Segments / High Range / Likely to Donate to Disability Cause / Charities  
Branded Data / Australia, NZ, Asia Pacific / AU RDA Research / RDA Donor Segments / High Range / Likely to Donate to Mental Health Cause / Charities

Branded Data / Australia, NZ, Asia Pacific / AU RDA Research / RDA Donor Segments / Medium Range / Likely to Donate to Disability Cause / Charities  
Branded Data / Australia, NZ, Asia Pacific / AU RDA Research / RDA Donor Segments / Medium Range / Likely to Donate to Mental Health Cause / Charities  
Branded Data / B2B / Business Executives / Health & Wellness  
Branded Data / B2B / Business Executives / Health & Wellness / Exercise  
Branded Data / B2B / Business Executives / Health & Wellness / Exercise / Avid Exercisers  
Branded Data / B2B / Business Executives / Health & Wellness / Exercise / Extreme Exercisers  
Branded Data / B2B / Business Executives / Health & Wellness / Exercise / Moderate Exercisers  
Branded Data / B2B / Business Executives / Health & Wellness / Exercise / Non-Exercisers  
Branded Data / B2B / Business Executives / Health & Wellness / Sleep Quality  
Branded Data / B2B / Business Executives / Health & Wellness / Sleep Quality / Good Sleep Quality  
Branded Data / B2B / Business Executives / Health & Wellness / Sleep Quality / Poor Sleep Quality  
Branded Data / Basic Rate / Charities and Causes / Community Involvement - Causes Supported Financially / Health Causes  
Branded Data / Basic Rate / Health and Fitness  
Branded Data / Basic Rate / Health and Fitness / Interest  
Branded Data / Basic Rate / Health and Fitness / Interest / Dieting / Weight Loss  
Branded Data / Basic Rate / Health and Fitness / Interest / Exercise / Health  
Branded Data / Beauty Products / Hair Removal Products  
Branded Data / Behavior Model / Active/Interest In / Fitness  
Branded Data / Behavior Model / Active/Interest In / Fitness / Avid Runner  
Branded Data / Behavior Model / Active/Interest In / Fitness / Fitness Enthusiast  
Branded Data / Behavior Model / Active/Interest In / Fitness / Plays Golf  
Branded Data / Behavior Model / Active/Interest In / Fitness / Plays Hockey  
Branded Data / Behavior Model / Active/Interest In / Fitness / Plays Soccer  
Branded Data / Behavior Model / Active/Interest In / Fitness / Plays Tennis  
Branded Data / Behavior Model / Active/Interest In / Fitness / Snow Sports

Branded Data / Behavior Model / Active/Interest In / Health  
Branded Data / Behavior Model / Active/Interest In / Health / Healthy Living  
Branded Data / Behavior Model / Active/Interest In / Health / On a Diet  
Branded Data / Behavior Model / Active/Interest In / Health / Weight Conscious  
Branded Data / Behavior Model / Donor / Contributes to Health  
Branded Data / Behavior Model / Insurance / Medical Insurance Policy  
Branded Data / BPG - Business Product Buyers / Product Category / Health & Wellness  
Branded Data / Brain / Health & Fitness  
Branded Data / Brand Affinity / CVS/pharmacy  
Branded Data / Brand Affinity / Quality Health  
Branded Data / Brand Affinity / SpaFinder Wellness  
Branded Data / Brand Affinity / Weight Watchers  
Branded Data / Brand Propensities / Food & Drugstore / Swanson Vitamins Buyer Propensity  
Branded Data / Brand Propensities / Food & Drugstore / Weight Watchers International Buyer Propensity  
Branded Data / Branded / Health & Beauty  
Branded Data / Brands / Apparel & Accessories / Sorel Footwear  
Branded Data / Brands / Health  
Branded Data / Brands / Health & Fitness  
Branded Data / Brands / Health & Fitness / Anytime Fitness  
Branded Data / Brands / Health & Fitness / Clever Fit Germany  
Branded Data / Brands / Health & Fitness / Fitness First Germany  
Branded Data / Brands / Health & Fitness / Health Associations  
Branded Data / Brands / Health & Fitness / Jenny Craig  
Branded Data / Brands / Health & Fitness / Nutrisystem  
Branded Data / Brands / Health & Fitness / Planet Fitness  
Branded Data / Brands / Health & Fitness / Weight Watchers  
Branded Data / Brands / Organizations / Health Associations  
Branded Data / Brands / Organizations / International Child Welfare  
Branded Data / Brands / Organizations / US Child Welfare  
Branded Data / Brands / Retail / CVS Pharmacy

Branded Data / Brands / Sporting Goods / Peloton Fitness  
Branded Data / Buyers / Ailment Products  
Branded Data / Buyers / Alternate Health Products  
Branded Data / Buyers / Category / Health wellness  
Branded Data / Buyers / Diet & Weight Loss (FLA / Fair Lending Friendly)  
Branded Data / Buyers / Fitness Products  
Branded Data / Buyers / Health & Beauty Products  
Branded Data / Buyers / Health & Beauty Products (FLA / Fair Lending Friendly)  
Branded Data / Buyers / Health Products  
Branded Data / Buying Styles / Buys Natural for Health  
Branded Data / Canada / Health & Fitness  
Branded Data / Canada / Health & Fitness / Exercise Enthusiasts  
Branded Data / Category Affinity / Dental Services  
Branded Data / Category Affinity / Gyms & Fitness  
Branded Data / Category Affinity / Hair Removal  
Branded Data / Category Affinity / Health  
Branded Data / Category Affinity / OTC & Prescription Medicines  
Branded Data / Category Affinity / Relaxation & Wellness  
Branded Data / Category Affinity / Vision  
Branded Data / Category Affinity / Vitamins & Supplements  
Branded Data / Category Affinity / Weight Loss  
Branded Data / Charitable Contributors / Donation Motivations / Healthcare Organization Donation Motivation  
Branded Data / Charitable Contributors / Health Causes  
Branded Data / Charitable Contributors / Likely Donors / Health Causes  
Branded Data / Charity / Health Organization  
Branded Data / Composite Segments (Audience Clusters) / Sports & Fitness Buffs  
Branded Data / Composite Segments (Audience Clusters) / Sports & Fitness Buffs Online  
Branded Data / Consumer / Donors / Health  
Branded Data / Consumer / Interests / Dieting/Weight Loss  
Branded Data / Consumer / Interests / Exercise  
Branded Data / Consumer / Interests / Exercise, Running/Jogging  
Branded Data / Consumer / Interests / Exercise, Walking  
Branded Data / Consumer / Interests / Health & Medical  
Branded Data / Consumer / Purchases / Health & Beauty



Branded Data / Consumer / Purchases / Magazines, Health  
Branded Data / Consumer Information / Health Seeker  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Frozen Food Buyers / Frozen Meals / Healthy Choice  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Cough and Cold Relief  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Cough and Cold Relief / Halls  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Cough and Cold Relief / Mucinex  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Cough and Cold Relief / Vicks  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Pain Relief  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Pain Relief / Advil  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Pain Relief / Aleve  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Pain Relief / Bayer  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Pain Relief / Tylenol  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Vitamins  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Vitamins / Nature Made  
Branded Data / Consumer Packaged Goods (CPG) / Brands / Health and Beauty Buyers / Vitamins / Nature's Bounty  
Branded Data / Consumer Packaged Goods (CPG) / BuyStyles / Fresh and Healthy  
Branded Data / Consumer Packaged Goods (CPG) / BuyStyles / Sugar Free Diet  
Branded Data / Consumer Packaged Goods (CPG) / BuyStyles / Weight Conscious  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers

Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Allergy Relief  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Cough and Cold Relief  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Eye Care  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Feminine Care  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / First Aid  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Gastrointestinal  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Haircare  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Oral Care  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Pain Relief  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Skin Care  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Sun Care  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health and Beauty Buyers / Vitamins  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health Food Buyers  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health Food Buyers / Diet Foods  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health Food Buyers / Fresh Produce  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health Food Buyers / Low-Fat Foods  
Branded Data / Consumer Packaged Goods (CPG) / Categories / Health Food Buyers / Natural and Organics  
Branded Data / Consumer Packaged Goods (CPG) / Proximity (Locations) / Drug Stores (Pharmacy)  
Branded Data / Consumer Packaged Goods (CPG) / Proximity (Locations) / Drug Stores (Pharmacy) / CVS Pharmacy  
Branded Data / Consumer Packaged Goods (CPG) / Proximity (Locations) / Drug Stores (Pharmacy) / Rite Aid  
Branded Data / Consumer Packaged Goods (CPG) / Proximity (Locations) / Drug Stores (Pharmacy) / Walgreens  
Branded Data / Consumer Packaged Goods (CPG) / Proximity (Locations) / Grocery Stores / Supervalu: Farm Fresh Food and Pharmacy

Branded Data / Consumer Packaged Goods (CPG) / Proximity (Locations) / Grocery Stores / Supervalu: Shoppers Food and Pharmacy  
Branded Data / Consumer Packaged Goods (CPG) / Shops At (Shoppers) / Drug Store or Pharmacy Heavy Spenders  
Branded Data / Consumer Packaged Goods (CPG) / Shops At (Shoppers) / Health and Beauty Store Heavy Spenders  
Branded Data / Consumer Packaged Goods (CPG) / Shops At (Shoppers) / Online Drug Store or Pharmacy Shoppers  
Branded Data / CPG - Consumer Product Buyers / Foodies / Weight Watchers  
Branded Data / CPG - Consumer Product Buyers / Product Category / Health & Wellness  
Branded Data / CPG / Categories / Health & Beauty  
Branded Data / CPG / Categories / Health & Beauty / Beauty  
Branded Data / CPG / Categories / Health & Beauty / Beauty / Skin Care  
Branded Data / CPG / Categories / Health & Beauty / Hair Care  
Branded Data / CPG / Categories / Health & Beauty / Hair Care / Hair Accessories  
Branded Data / CPG / Categories / Health & Beauty / Hair Care / Hair Care Appliances  
Branded Data / CPG / Categories / Health & Beauty / Hair Care / Hair Treatment  
Branded Data / CPG / Categories / Health & Beauty / Health Care  
Branded Data / CPG / Categories / Health & Beauty / Health Care / Medicines & Remedies  
Branded Data / CPG / Categories / Health & Beauty / Health Care / Vitamins & Nutrition  
Branded Data / CPG / Categories / Health & Beauty / Personal Care  
Branded Data / CPG / Categories / Health & Beauty / Personal Care / Dental Care  
Branded Data / CPG / Categories / Health & Beauty / Personal Care / Vision Care, Contacts, & Glasses  
Branded Data / CPG / Health & Beauty  
Branded Data / CPG / Health & Beauty / Beauty  
Branded Data / CPG / Health & Beauty / Beauty / Hair Care  
Branded Data / CPG / Health & Beauty / Beauty / Skin Care  
Branded Data / CPG / Health & Beauty / Vision  
Branded Data / CPG / Health & Beauty / Vision / Contact Lenses  
Branded Data / CPG / Health & Beauty / Vision / Eye Glasses

Branded Data / CPG / Health & Beauty / Vitamins & Supplements  
Branded Data / CPG / Health & Beauty Buyers / Cold & Flu Relief  
Branded Data / CPG / Nutrition/WeightLoss  
Branded Data / CPG / Nutrition/WeightLoss / Adult Nutrition & Weight Control  
Branded Data / CPG / Nutrition/WeightLoss / Diet & Weight Loss  
Branded Data / CPG / Nutrition/WeightLoss / Men's Nutrition & Weight Control  
Branded Data / CPG / Nutrition/WeightLoss / Women's Nutrition & Weight Control  
Branded Data / CPG / OTC Medicine/Cough & Cold  
Branded Data / CPG / OTC Medicine/Cough & Cold / Brand Cough & Cold  
Branded Data / CPG / OTC Medicine/Cough & Cold / Cough And Cold  
Branded Data / CPG / OTC Medicine/Cough & Cold / First Aid & Emergency Supplies  
Branded Data / CPG / OTC Medicine/Cough & Cold / Generic Cough & Cold  
Branded Data / CPG / OTC Medicine/Cough & Cold / Kids Cough & Cold  
Branded Data / CPG / OTC Medicine/Cough & Cold / OTC - Brand Pain Relievers  
Branded Data / CPG / OTC Medicine/Cough & Cold / OTC - Kids Pain Relievers  
Branded Data / CPG / OTC Medicine/Cough & Cold / OTC - Pain Relievers  
Branded Data / CPG / OTC Medicine/Cough & Cold / OTC- Generic Pain Relievers  
Branded Data / Currently Seeking / Financial Products / Insurance / Health  
Branded Data / Customer Modeled / Health  
Branded Data / Decision Maker / Healthcare Decision Maker  
Branded Data / Demographics / Hobbies and Interests (Affinity) / Charity (Philanthropy) / Health  
Branded Data / Demographics / Lifestyles / Contributors / Health  
Branded Data / Demographics / Lifestyles / Read Natural Health  
Branded Data / Digital / Health  
Branded Data / Digital / Health / Cooking Light  
Branded Data / Digital / Health / Health Magazine  
Branded Data / Digital / Magazines / Men's Health Magazine  
Branded Data / Digital / Magazines / Women's Health Magazine  
Branded Data / Donors / Health Causes  
Branded Data / Enhanced Rate / Lifestyle / Classic Clusters / 68 - Staying Healthy

Branded Data / Enhanced Rate / Media / Magazines / Likely Type / Health  
Branded Data / Entertainment / Gyms / 24 Hour Fitness - Recent  
Branded Data / Entertainment / Gyms / Anytime Fitness - Recent  
Branded Data / Entertainment / Gyms / Fitness 19 - Recent  
Branded Data / Entertainment / Gyms / LA Fitness - Recent  
Branded Data / Entertainment / Gyms / Lifetime Fitness - Recent  
Branded Data / Entertainment / Gyms / Planet Fitness - Recent  
Branded Data / Entertainment / Gyms / Snap Fitness - Recent  
Branded Data / Entertainment / Magazine Readers / Medical/Health  
Branded Data / Enthusiasts / Health & Natural Foods  
Branded Data / Enthusiasts / Wellness  
Branded Data / Familys / Diet (EN) Dietas (ES)  
Branded Data / Familys / Health and Wellbeing (EN) Salud y Bienestar (ES)  
Branded Data / Finance / Charitable Giving / Gives to Charity / Children's Welfare  
Branded Data / Finance / Charitable Giving / Gives to Charity / Medical & Health  
Branded Data / Finance / Financial Services Customers / Insurance Customers / Health Insurance  
Branded Data / Finance / Insurance / Health Insurance  
Branded Data / Financial Attributes / Donations / Health  
Branded Data / Fitness  
Branded Data / Fitness / Equinox Goer  
Branded Data / Fitness / Fitness Enthusiast  
Branded Data / Fitness / Fitness Enthusiast / Fitness Fanatic  
Branded Data / Fitness / SoulCycle Goer  
Branded Data / Fitness / YMCA Goer  
Branded Data / Fitness Enthusiasts  
Branded Data / Food Attitudes / Nutrition Aware  
Branded Data / Food Attitudes / Nutrition/Ingredient Checker  
Branded Data / Food Attitudes / Restaurant Nutritionist  
Branded Data / Food Attitudes / Seeks Healthy Fast Food  
Branded Data / Grocery / Canned Soup / Campbell's Healthy Request  
Branded Data / Grocery / Canned Soup / Healthy Choice Soup

Branded Data / Grocery / Frozen Dinner / Healthy Choice  
Branded Data / Grocery / Frozen Dinner / Weight Watchers Smart Ones  
Branded Data / Health  
Branded Data / Health / Aging  
Branded Data / Health / Allergies  
Branded Data / Health / Alternative Medicine  
Branded Data / Health / Beauty  
Branded Data / Health / Child Health  
Branded Data / Health / Diet & Weight Loss  
Branded Data / Health / Dieting & Weight Loss  
Branded Data / Health / Fitness  
Branded Data / Health / Fitness / Advice and Guides  
Branded Data / Health / Fitness / Bodybuilding  
Branded Data / Health / Fitness / Gyms & Fitness Clubs  
Branded Data / Health / Fitness / Personal Trainers  
Branded Data / Health / Folk Medicine  
Branded Data / Health / Insurance  
Branded Data / Health / Massage  
Branded Data / Health / Mens Health  
Branded Data / Health / Mens Health / Nutrition  
Branded Data / Health / Mens Health / Products  
Branded Data / Health / News and Media  
Branded Data / Health / Nutrition  
Branded Data / Health / Nutrition / Dietitians and Nutritionists  
Branded Data / Health / Nutrition / Infant and Toddlers  
Branded Data / Health / Nutrition / News and Media  
Branded Data / Health / Nutrition / Organic Food  
Branded Data / Health / Nutrition / Senior  
Branded Data / Health / Nutrition / Special Diets  
Branded Data / Health / Psoriasis  
Branded Data / Health / Self-Care  
Branded Data / Health / Senior Health  
Branded Data / Health / TMJ  
Branded Data / Health / Weight Loss  
Branded Data / Health / Women's Health  
Branded Data / Health / Womens Health  
Branded Data / Health / Womens Health / Nutrition  
Branded Data / Health / Womens Health / Products  
Branded Data / Health & Medical  
Branded Data / Health & Medical / Dental Care  
Branded Data / Health & Medical / Homeopathy  
Branded Data / Health & Medical / OTC Colds & Flu Treatment  
Branded Data / Health & Medical / Vitamin & Mineral Supplements  
Branded Data / Health & Wellbeing  
Branded Data / Health & Wellbeing / Alliant Nutraceutical Supplements

Branded Data / Health & Wellbeing / Fitness & Exercise  
Branded Data / Health & Wellbeing / Health Wellness & Fitness  
Branded Data / Health & Wellbeing / Health, Wellness & Fitness  
Branded Data / Health & Wellbeing / Self-Improvement  
Branded Data / Health & Wellbeing / Weight Loss  
Branded Data / Health & Wellness  
Branded Data / Health & Wellness / Diet  
Branded Data / Health & Wellness / Diet / Lifestyle Dieters  
Branded Data / Health & Wellness / Exercise  
Branded Data / Health & Wellness / Exercise / Aerobic Exercise  
Branded Data / Health & Wellness / Exercise / Avid Exerciser  
Branded Data / Health & Wellness / Exercise / Exercise Of Running / Jogging  
Branded Data / Health & Wellness / Exercise / Exercise Of Walking  
Branded Data / Health & Wellness / Exercise / Exercise Products or Services  
Branded Data / Health & Wellness / Exercise / Exercise/Health Products or Services  
Branded Data / Health & Wellness / Exercise / Extreme Exerciser  
Branded Data / Health & Wellness / Exercise / Moderate Exerciser  
Branded Data / Health & Wellness / Exercise / Non-Exerciser  
Branded Data / Health & Wellness / Intensity  
Branded Data / Health & Wellness / Intensity / High Intensity Consumers  
Branded Data / Health & Wellness / Intensity / Low Intensity Consumers  
Branded Data / Health & Wellness / Lifestyle Indicators  
Branded Data / Health & Wellness / Lifestyle Indicators / Elective Procedures  
Branded Data / Health & Wellness / Lifestyle Indicators / Health Attitude: Apathetic  
Branded Data / Health & Wellness / Lifestyle Indicators / Health Attitude: Passive  
Branded Data / Health & Wellness / Lifestyle Indicators / Health Attitude: Proactive  
Branded Data / Health & Wellness / Lifestyle Indicators / Lifestyle Fitness Score: High  
Branded Data / Health & Wellness / Lifestyle Indicators / Lifestyle Fitness Score: Low  
Branded Data / Health & Wellness / Lifestyle Indicators / Lifestyle Fitness Score: Medium

Branded Data / Health & Wellness / Lifestyle Indicators / Weight Loss: Active  
Branded Data / Health & Wellness / Prevention Indicators  
Branded Data / Health & Wellness / Prevention Indicators / Flu Shot: Likely  
Branded Data / Health & Wellness / Prevention Indicators / Flu Shot: Unlikely  
Branded Data / Health & Wellness / Prevention Indicators / Lower GI In-Home Lab Test: Likely  
Branded Data / Health & Wellness / Prevention Indicators / Lower GI In-Home Lab Test: Unlikely  
Branded Data / Health & Wellness / Prevention Indicators / Men's Preventive Care: Likely  
Branded Data / Health & Wellness / Prevention Indicators / Men's Preventive Care: Unlikely  
Branded Data / Health & Wellness / Prevention Indicators / Pneumonia Vaccine: Likely  
Branded Data / Health & Wellness / Prevention Indicators / Pneumonia Vaccine: Unlikely  
Branded Data / Health & Wellness / Prevention Indicators / Tetanus: Likely  
Branded Data / Health & Wellness / Prevention Indicators / Tetanus: Unlikely  
Branded Data / Health & Wellness / Prevention Indicators / Women's Preventive Care: Likely  
Branded Data / Health & Wellness / Prevention Indicators / Women's Preventive Care: Unlikely  
Branded Data / Health & Wellness / Propensities  
Branded Data / Health & Wellness / Propensities / Dental Health  
Branded Data / Health & Wellness / Propensities / Eye Care  
Branded Data / Health & Wellness / Propensities / Gastrointestinal Health  
Branded Data / Health & Wellness / Propensities / Joint Health  
Branded Data / Health & Wellness / Propensities / Low Sugar Diet  
Branded Data / Health & Wellness / Propensities / Pain Propensity  
Branded Data / Health & Wellness / Sleep  
Branded Data / Health & Wellness / Sleep / Good Sleep Quality  
Branded Data / Health & Wellness / Sleep / Poor Sleep Quality  
Branded Data / Health & Wellness / Yoga & Pilates Enthusiast  
Branded Data / Health Attitudes  
Branded Data / Health Attitudes / Content with Weight  
Branded Data / Health Attitudes / Eats Right  
Branded Data / Health Attitudes / Exercises Often

Branded Data / Health Attitudes / Generic Medication Believers  
Branded Data / Health Attitudes / Herbal Believer  
Branded Data / Health Attitudes / Prefers Name-Brand Medications  
Branded Data / Health Attitudes / Proactive Health Seeker  
Branded Data / Health Attitudes / Vitamin Believer  
Branded Data / Health Attitudes / Vitamin Believers  
Branded Data / Health Care  
Branded Data / Health Donors  
Branded Data / Health Reach Extension  
Branded Data / Health Reach Extension / 0-1%  
Branded Data / Health Reach Extension / 1-5%  
Branded Data / Health Reach Extension / 10-15%  
Branded Data / Health Reach Extension / 15-20%  
Branded Data / Health Reach Extension / 20-30%  
Branded Data / Health Reach Extension / 5-10%  
Branded Data / Healthcare  
Branded Data / Healthcare / Health  
Branded Data / Healthcare / Health / Filled Prescription Online  
Branded Data / Healthcare / Health / Obtained Ailment/Prescription Information Online  
Branded Data / Healthcare / Healthy Living  
Branded Data / Healthcare / Healthy Living / Eating Healthy  
Branded Data / Healthcare / Healthy Living / Eating Healthy / Active  
Branded Data / Healthcare / Healthy Living / Eating Healthy / No Diet  
Branded Data / Healthcare / Healthy Living / Exercise Regularly  
Branded Data / Healthcare / Healthy Living / Exercise Regularly / Club  
Branded Data / Healthcare / Healthy Living / Exercise Regularly / Home  
Branded Data / Healthcare / Healthy Living / Exercise Regularly / Other Facility  
Branded Data / Healthcare / Healthy Living / Health Attitude  
Branded Data / Healthcare / Healthy Living / Health Attitude / Alternatives  
Branded Data / Healthcare / Healthy Living / Health Attitude / Brand Name Traditionalist  
Branded Data / Healthcare / Healthy Living / Health Attitude / Consult My Pharmacist  
Branded Data / Healthcare / Healthy Living / Health Attitude / Doctor Knows Best  
Branded Data / Healthcare / Healthy Living / Health Attitude / Exercise Regularly  
Branded Data / Healthcare / Healthy Living / Health Attitude / Generic Traditionalist

Branded Data / Healthcare / Healthy Living / Health Attitude / I'm My Own Doctor  
Branded Data / Healthcare / Healthy Living / Health Attitude / Prescription Meds Exactly as Prescribed  
Branded Data / Healthcare / Healthy Living / Health Attitude / Regular Check-Ups  
Branded Data / Healthcare / Healthy Living / Health Attitude / Seeking New Ways to be Healthy  
Branded Data / Healthcare Products  
Branded Data / Healthcare Products / Brands  
Branded Data / Healthcare Products / Cold/Allergy/Sinus  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Advil Cold/Sinus  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Alka-Seltzer Plus Cold  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Allegra  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Benadryl Allergy & Sinus  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Claritin  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Delsym  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Halls  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Robitussin Cold  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Sudafed Cold/Sinus  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Theraflu  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Tylenol Allergy/Sinus  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Tylenol Cold  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Tylenol Flu  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Vicks 44 Cough  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Vicks Dayquil  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Vicks Nyquil  
Branded Data / Healthcare Products / Cold/Allergy/Sinus / Vicks Vaporub  
Branded Data / Healthcare Products / First Aid  
Branded Data / Healthcare Products / First Aid / Bactine  
Branded Data / Healthcare Products / First Aid / Band-Aid  
Branded Data / Healthcare Products / First Aid / Benadryl

Branded Data / Healthcare Products / First Aid / Calamine  
Branded Data / Healthcare Products / First Aid / Cortizone  
Branded Data / Healthcare Products / First Aid / Curad  
Branded Data / Healthcare Products / First Aid / Johnson & Johnson Cream  
Branded Data / Healthcare Products / First Aid / Neosporin  
Branded Data / Healthcare Products / Pain Relievers  
Branded Data / Healthcare Products / Pain Relievers / Advil  
Branded Data / Healthcare Products / Pain Relievers / Aleve  
Branded Data / Healthcare Products / Pain Relievers / Aspercreme  
Branded Data / Healthcare Products / Pain Relievers / Bayer Aspirin  
Branded Data / Healthcare Products / Pain Relievers / Bengay  
Branded Data / Healthcare Products / Pain Relievers / Excedrin  
Branded Data / Healthcare Products / Pain Relievers / Icy Hot  
Branded Data / Healthcare Products / Pain Relievers / Motrin IB  
Branded Data / Healthcare Products / Pain Relievers / Thermacare  
Branded Data / Healthcare Products / Pain Relievers / Tylenol  
Branded Data / Healthcare Products / Sore Throat  
Branded Data / Healthcare Products / Sore Throat / Cepacol  
Branded Data / Healthcare Products / Sore Throat / Chloraseptic  
Branded Data / Healthcare Products / Sore Throat / Luden's  
Branded Data / Healthcare Products / Sore Throat / Ricola  
Branded Data / Healthcare Products / Vitamins/Minerals  
Branded Data / Healthcare Products / Vitamins/Minerals / Caltrate  
Branded Data / Healthcare Products / Vitamins/Minerals / Centrum  
Branded Data / Healthcare Products / Vitamins/Minerals / One-A-Day Woman's Formula  
Branded Data / Healthcare Providers  
Branded Data / Healthcare Providers / Dentists  
Branded Data / Historical Buyer Of / Charitable Donations / Health

Branded Data / Historical Buyer Of / Health & Beauty Products  
Branded Data / Historical Buyer or Shopper Of / Charitable Donations / Health  
Branded Data / Historical Buyer or Shopper Of / Health & Beauty Products  
Branded Data / Hobbies & Interests / Dieting & Weight Loss  
Branded Data / Hobbies & Interests / Fitness  
Branded Data / Hobbies & Interests / Fitness Walking  
Branded Data / Hobbies & Interests / Physical Fitness Program  
Branded Data / Hobbies & Interests / Weight Training  
Branded Data / Hobbies & Interests / Workout at Home  
Branded Data / Home / Cooking / Special Diets  
Branded Data / Hong Kong / Health & Fitness  
Branded Data / Hong Kong / Health & Fitness / Exercise Enthusiasts  
Branded Data / Hot Prospects / Baby Health & Safety  
Branded Data / Hot Prospects / Dental Insurance  
Branded Data / Hot Prospects / Diet & Exercise  
Branded Data / Hot Prospects / Health  
Branded Data / Hot Prospects / Health Insurance  
Branded Data / Hot Prospects / Weight Loss & Diet  
Branded Data / Household Appliances & Electronics / Health Devices  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Beauty  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Beauty / Hair Care  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Beauty / Skin Care  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Health  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Health / First Aid  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Health / Vitamins & Dietary Supplements  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Health / Weight Management  
Branded Data / In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care  
Branded Data / In-Market / Financial / Insurance / Health & Health-Related Insurance  
Branded Data / In-Market / Retail / Sports Equipment & Outdoor Gear / Exercise & Fitness

Branded Data / India / Health & Fitness  
Branded Data / India / Health & Fitness / Exercise Enthusiasts  
Branded Data / India / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / Indonesia / Health & Fitness  
Branded Data / Indonesia / Health & Fitness / Exercise Enthusiasts  
Branded Data / Indonesia / Health & Fitness / Runners & Cyclists  
Branded Data / Indonesia / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / Indonesia / Retail / Pharmacy Patrons  
Branded Data / Influencers / Influencer Audiences / Authors / Health Fitness and Dieting  
Branded Data / Influencers / Influencer Audiences / Sports / Bodybuilding/Fitness  
Branded Data / Influencers / Influencer Audiences / Sports / Fitness  
Branded Data / Infogroup / Consumer / Interests / Arts & Entertainment / Reading / Medical/Health  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care / Face & Body Care  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care / Health & Fitness  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care / Health & Fitness / Diet  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care / Health & Fitness / Diet / Weight Management  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care / Health & Fitness / Fitness  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care / Health & Fitness / Fitness / Dieting & Weight Loss  
Branded Data / Infogroup / Consumer / Interests / Health, Beauty & Personal Care / Health & Fitness / Health  
Branded Data / Infogroup / Consumer / Interests / Lifestyles / Healthy Living  
Branded Data / Infogroup / Consumer / Interests / Mobile App / Health & Wellness  
Branded Data / Infogroup / Consumer / Purchases / Diet & Weight Loss Products  
Branded Data / Infogroup / Consumer / Purchases / Health & Fitness Products  
Branded Data / Infogroup / Consumer / Purchases / Vitamins

Branded Data / Infogroup / TargetReady / Behavior Models / Household / Health & Fitness  
Branded Data / Infogroup / TargetReady / Behavior Models / Household / Health & Fitness / Diet Products  
Branded Data / Infogroup / TargetReady / Behavior Models / Household / Health & Fitness / Heavy Vitamin & Dietary Supplement  
Branded Data / Infogroup / TargetReady / Behavior Models / Household / Health & Fitness / Physical Fitness Clubs  
Branded Data / Infogroup / TargetReady / Behavior Models / Household / Health & Fitness / Pilates/Yoga  
Branded Data / Infogroup / TargetReady / Behavior Models / Household / Insurance / Health Insurance (personal)  
Branded Data / Infogroup / TargetReady / Behavior Models / Household / Insurance / Health Insurance (through work)  
Branded Data / Infogroup / TargetReady / Behavior Models / Household / Lifestyles / Alternative Medicine  
Branded Data / Infogroup Inc / Consumer / Interests / Arts & Entertainment / Reading / Magazine Readers / Medical/Health  
Branded Data / Infogroup Inc / Consumer / Interests / Arts & Entertainment / Reading / Medical/Health  
Branded Data / Infogroup Inc / Consumer / Interests / Cooking Food & Beverage / Health & Nutrition  
Branded Data / Infogroup Inc / Consumer / Interests / Health Beauty & Personal Care  
Branded Data / Infogroup Inc / Consumer / Interests / Health Beauty & Personal Care / Face & Body Care  
Branded Data / Infogroup Inc / Consumer / Interests / Health Beauty & Personal Care / Health & Fitness  
Branded Data / Infogroup Inc / Consumer / Interests / Health Beauty & Personal Care / Health & Fitness / Fitness  
Branded Data / Infogroup Inc / Consumer / Interests / Health Beauty & Personal Care / Health & Fitness / Fitness / Dieting & Weight Loss  
Branded Data / Infogroup Inc / Consumer / Interests / Health Beauty & Personal Care / Health & Fitness / Nutrition  
Branded Data / Infogroup Inc / Consumer / Interests / Lifestyles / Healthy Living  
Branded Data / Infogroup Inc / Custom Characteristics / Behavior Models / Household / Health & Fitness  
Branded Data / Infogroup Inc / Custom Characteristics / Behavior Models / Household / Health & Fitness / Diet Products

Branded Data / Infogroup Inc / Custom  
Characteristics / Behavior Models / Household /  
Health & Fitness / Heavy Vitamin & Dietary  
Supplement  
Branded Data / Infogroup Inc / Custom  
Characteristics / Behavior Models / Household /  
Health & Fitness / Physical Fitness Clubs  
Branded Data / Infogroup Inc / Custom  
Characteristics / Behavior Models / Household /  
Health & Fitness / Pilates/Yoga  
Branded Data / Infogroup Inc / Custom  
Characteristics / Behavior Models / Household /  
Lifestyles / Alternative Medicine  
Branded Data / Infogroup Inc / Custom  
Characteristics / User Defined Audiences / Retail &  
Retail Service Industries / Health  
(Creams/Supplements)  
Branded Data / Infogroup Inc / Custom  
Characteristics / User Defined Audiences / Retail &  
Retail Service Industries / Nutritional Supplements  
(Vitamins)  
Branded Data / Infogroup Inc / Infogroup Corporate  
/ Consumer / Interests / Cooking, Food & Beverage /  
Nutritional Foods  
Branded Data / Infogroup Inc / Infogroup Corporate  
/ Consumer / Interests / Health, Beauty & Personal  
Care / Health & Fitness / Diet  
Branded Data / Infogroup Inc / Infogroup Corporate  
/ Consumer / Interests / Health, Beauty & Personal  
Care / Health & Fitness / Diet / Weight Management  
Branded Data / Infogroup Inc / Infogroup Corporate  
/ Consumer / Interests / Health, Beauty & Personal  
Care / Health & Fitness / Health  
Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Consumer Xchg /  
Interest / Hobbies / Fitness  
Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Donor Xchg / Health  
Causes  
Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Shopper Xchg / Diet  
& Weight Loss Products  
Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Shopper Xchg /  
Health & Fitness Products  
Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Shopper Xchg /  
Insurance Products / Dental  
Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Shopper Xchg /  
Insurance Products / Health

Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Shopper Xchg /  
Insurance Products / Vision  
Branded Data / Infogroup Inc / InfoGroup Media  
Solutions - Audience Xchange / Shopper Xchg /  
Vitamins  
Branded Data / Insurance / Health Insurance  
Intender  
Branded Data / Insurance / Medical Insurance  
Branded Data / Insurance / Medical Insurance /  
Dental Insurance  
Branded Data / Insurance / Medical Insurance / Long  
Term Care Insurance  
Branded Data / Insurance / Medical Insurance /  
Medical Insurance - Group Health  
Branded Data / Insurance / Medical Insurance /  
Medical Insurance - HMO  
Branded Data / Insurance / Medical Insurance /  
Prescription Drug Insurance  
Branded Data / Insurance / Medical Insurance /  
Vision Insurance  
Branded Data / Intenders / CPG / Nutritional Drinks  
Branded Data / Intenders / CPG / Weight Loss  
Products  
Branded Data / Intenders / Fitness Accessories  
Branded Data / Intenders / Health & Wellness  
Products  
Branded Data / Intenders / Health Products  
Branded Data / Intenders / Healthy Food Products  
Branded Data / Intenders / Nutrition Items  
Branded Data / Intenders / Vitamins  
Branded Data / Intent / Health & Beauty  
Branded Data / Intent / Health & Beauty / Beauty  
Services  
Branded Data / Intent / Health & Beauty / Health  
Care  
Branded Data / Intent / Health & Beauty / Health  
Care / Fitness & Nutrition  
Branded Data / Intent / Healthy Diet  
Branded Data / Intent / Sporting Goods / Exercise &  
Fitness  
Branded Data / Interest / Aerobic Exercise  
Branded Data / Interest / Beauty / Wellness & SPA  
Branded Data / Interest / Beauty & Health  
Branded Data / Interest / Beauty & Health /  
Alternative Medicine  
Branded Data / Interest / Careers / Nursing  
Branded Data / Interest / Dieting & Weight Loss  
Branded Data / Interest / Entertainment / Online  
Radio / Welfare and family  
Branded Data / Interest / Exercise Of Running /  
Jogging  
Branded Data / Interest / Exercise Of Walking



Branded Data / Interest / Exercise Products or Services  
Branded Data / Interest / Exercise/Health Products or Services  
Branded Data / Interest / Fitness and Wellness  
Branded Data / Interest / Fitness and Wellness / Diet and Weight Loss  
Branded Data / Interest / Fitness and Wellness / Healthy Lifestyle  
Branded Data / Interest / Fitness and Wellness / Running  
Branded Data / Interest / Fitness and Wellness / Weight Training  
Branded Data / Interest / Food & Drink / Food Allergies  
Branded Data / Interest / Food & Drink / Healthy food  
Branded Data / Interest / Health  
Branded Data / Interest / Health / Weight Loss  
Branded Data / Interest / Health & Fitness  
Branded Data / Interest / Health & Fitness / Allergies  
Branded Data / Interest / Health & Fitness / Alternative Medicine  
Branded Data / Interest / Health & Fitness / Cold & Flu  
Branded Data / Interest / Health & Fitness / Dental Care  
Branded Data / Interest / Health & Fitness / Dieting & Weight Loss  
Branded Data / Interest / Health & Fitness / Exercise  
Branded Data / Interest / Health & Fitness / Men's Health  
Branded Data / Interest / Health & Fitness / Nutrition  
Branded Data / Interest / Health & Fitness / Senior Health  
Branded Data / Interest / Health & Fitness / Women's Health  
Branded Data / Interest / Health or The Medical Field  
Branded Data / Interest / Healthy Diet  
Branded Data / Interest / Influencers / Women's Health & Beauty  
Branded Data / Interest / Lifestyle / Healthy Living  
Branded Data / Interest / Reading / Health  
Branded Data / Interest / Reading / Medicine and Health  
Branded Data / Interest / Sport fans / Fitness Lovers  
Branded Data / Interest / Women / Health & Beauty  
Branded Data / Interest Model: Lifestyle / Health Living  
Branded Data / Interests / Home & Family / Health & Beauty

Branded Data / Interests / Home & Family / Health & Beauty / Dieting & Weight Loss  
Branded Data / Interests / Home & Family / Health & Beauty / Health  
Branded Data / Interests / Lifestyles / Low Fat Dieters  
Branded Data / Interests / Low Sugar Diet  
Branded Data / Interests / Sports & Fitness  
Branded Data / Interests / Sports & Fitness / Aerobics  
Branded Data / Interests / Sports & Fitness / Boating & Sailing  
Branded Data / Interests / Sports & Fitness / Camping & Hiking  
Branded Data / Interests / Sports & Fitness / Equestrian  
Branded Data / Interests / Sports & Fitness / Fishing  
Branded Data / Interests / Sports & Fitness / Golf  
Branded Data / Interests / Sports & Fitness / Hunting & Shooting  
Branded Data / Interests / Sports & Fitness / Running  
Branded Data / Interests / Sports & Fitness / Scuba Diving  
Branded Data / Interests / Sports & Fitness / Skiing  
Branded Data / Interests / Sports & Fitness / Tennis  
Branded Data / Interests / Sports & Fitness / Walking  
Branded Data / Internet Buyer / Ordered fitness apparel/equipment  
Branded Data / Internet Buyer / Ordered vitamins  
Branded Data / IRI CPG / Retailers / Drug / CVS Pharmacy  
Branded Data / IRI CPG / Retailers / Drug / Rite Aid Pharmacy  
Branded Data / IRI ProScores CPG / Dairy / Cheese / Weight Watchers  
Branded Data / IRI ProScores CPG / Frozen Food / Frozen Breakfast Food / Weight Watchers Smart Ones  
Branded Data / IRI ProScores CPG / Frozen Food / Frozen Dinners/Entrees / Healthy Choice  
Branded Data / IRI ProScores CPG / Frozen Food / Frozen Dinners/Entrees / Weight Watchers  
Branded Data / IRI ProScores CPG / Frozen Food / Frozen Novelties / Wells Dairy Weight Watchers  
Branded Data / IRI ProScores CPG / Frozen Food / Frozen Pizza / Weight Watchers  
Branded Data / IRI ProScores CPG / Frozen Food / Ice Cream/Sherbet / Healthy Choice  
Branded Data / IRI ProScores CPG / Health & Beauty  
Branded Data / IRI ProScores CPG / Health & Beauty / Acne Treatments  
Branded Data / IRI ProScores CPG / Health & Beauty / Acne Treatments / Neutrogena

Branded Data / IRI ProScores CPG / Health & Beauty / Acne Treatments / Oxy  
Branded Data / IRI ProScores CPG / Health & Beauty / Acne Treatments / Stridex  
Branded Data / IRI ProScores CPG / Health & Beauty / Antacid Tablets  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Advil  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Alka Seltzer Plus  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Allegra  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Benadryl  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Claritin  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Cold Eeze  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Coricidin HBP  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Mucinex  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Sudafed  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Tylenol  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Zicam  
Branded Data / IRI ProScores CPG / Health & Beauty / Cold/Allergy/Sinus / Zyrtec  
Branded Data / IRI ProScores CPG / Health & Beauty / Denture Products  
Branded Data / IRI ProScores CPG / Health & Beauty / Denture Products / Efferdent  
Branded Data / IRI ProScores CPG / Health & Beauty / Denture Products / Fixodent  
Branded Data / IRI ProScores CPG / Health & Beauty / External Analgesics Rubs  
Branded Data / IRI ProScores CPG / Health & Beauty / External Analgesics Rubs / Aspercreme  
Branded Data / IRI ProScores CPG / Health & Beauty / External Analgesics Rubs / Salonpas  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Anti-Aging  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Anti-Aging / Garnier  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Anti-Aging / Olay Regenerist  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Anti-Aging / Roc

Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers / Biore  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers / Cetaphil  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers / Johnsons Clean & Clear  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers / Neutrogena  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers / Noxzema  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers / Olay  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Cleansers / St Ives  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Moisturizers  
Branded Data / IRI ProScores CPG / Health & Beauty / Facial Moisturizers / Olay Complete  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief / Aleve  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief / Bayer  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief / Excedrin  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief / Goodys  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief / Motrin  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief / St Joseph  
Branded Data / IRI ProScores CPG / Health & Beauty / Pain Relief / Tylenol  
Branded Data / IRI ProScores CPG / Health & Beauty / Pantyhose/Nylons  
Branded Data / IRI ProScores CPG / Health & Beauty / Skin Care  
Branded Data / IRI ProScores CPG / Health & Beauty / Suntan Products  
Branded Data / IRI ProScores CPG / Health & Beauty / Suntan Products / Coppertone  
Branded Data / IRI ProScores CPG / Health & Beauty / Suntan Products / L'Oreal  
Branded Data / IRI ProScores CPG / Health & Beauty / Suntan Products / Neutrogena  
Branded Data / IRI ProScores CPG / Health & Beauty / Vitamins  
Branded Data / IRI ProScores CPG / Health & Beauty / Vitamins / Airborne

Branded Data / IRI ProScores CPG / Health & Beauty / Vitamins / Caltrate  
Branded Data / IRI ProScores CPG / Health & Beauty / Vitamins / Centrum  
Branded Data / IRI ProScores CPG / Health & Beauty / Vitamins / Nature Made  
Branded Data / IRI ProScores CPG / Health & Beauty / Vitamins / Schiff  
Branded Data / IRI ProScores CPG / Health & Beauty / Weight Control  
Branded Data / IRI ProScores CPG / Household / Dental Care  
Branded Data / IRI ProScores CPG / Household / Dental Care / Aquafresh  
Branded Data / IRI ProScores CPG / Household / Dental Care / Arm & Hammer  
Branded Data / IRI ProScores CPG / Household / Dental Care / Colgate  
Branded Data / IRI ProScores CPG / Household / Dental Care / Crest  
Branded Data / IRI ProScores CPG / Household / Dental Care / Johnson & Johnson  
Branded Data / IRI ProScores CPG / Household / Dental Care / Oral B  
Branded Data / IRI ProScores CPG / Household / Dental Care / Reach Access  
Branded Data / IRI ProScores CPG / Household / Dental Care / Sensodyne  
Branded Data / IRI ProScores CPG / Shelf Stable Food / Dry Packaged Dinners / Healthy Choice  
Branded Data / IRI ProScores CPG / Shelf Stable Food / Pasta / Ronzoni Healthy Harvest  
Branded Data / IRI ProScores CPG / Shelf Stable Food / Soup / Healthy Choice  
Branded Data / Japan / Health & Fitness  
Branded Data / Japan / Health & Fitness / Exercise Enthusiasts  
Branded Data / Kantar Media - TGI / Finance / Home/Health/Life Assurance  
Branded Data / Kantar Media - TGI / Finance / Home/Health/Life Assurance / Assurance Policy YES  
Branded Data / Kantar Media - TGI / Finance / Home/Health/Life Assurance / Financial Services Influence  
Branded Data / Kantar Media - TGI / Finance / Home/Health/Life Assurance / Have Mortgage  
Branded Data / Kantar Media - TGI / Finance / Home/Health/Life Assurance / Insurance Policy YES  
Branded Data / Kantar Media - TGI / TV Viewing / Weekly Viewing Weight  
Branded Data / Kantar Media - TGI / TV Viewing / Weekly Viewing Weight / Heavy - 40+ hrs

Branded Data / Kantar Media - TGI / TV Viewing / Weekly Viewing Weight / Light / Non < 20 hrs  
Branded Data / Korea / Health & Fitness  
Branded Data / Korea / Health & Fitness / Exercise Enthusiasts  
Branded Data / Lifestyle / Donor / Health Causes Donor  
Branded Data / Lifestyle / Donors / Health Causes Donor  
Branded Data / Lifestyle / Health  
Branded Data / Lifestyle / Healthy Lifestyle Enthusiasts  
Branded Data / Lifestyle / Healthy Living  
Branded Data / Lifestyle / Hobby / Health & Wellbeing Enthusiast  
Branded Data / Lifestyle / Interest / Dieting  
Branded Data / Lifestyle / Interest / Dieting / Dieting/Weight Loss  
Branded Data / Lifestyle / Interest / Dieting / Healthy Living  
Branded Data / Lifestyle / Interest / Fitness and Exercise  
Branded Data / Lifestyle / Interest / Food & Entertainment / Healthy Foods  
Branded Data / Lifestyle / Interest / Healthy Foods  
Branded Data / Lifestyle / Interest / Publications / Health & Fitness Publications  
Branded Data / Lifestyle / Interest / Sports & Activities / Fitness & Exercise  
Branded Data / Lifestyle / Interest / Weight Loss  
Branded Data / Lifestyle / Profession / Medicine  
Branded Data / Lifestyle / Retail Transactional Data / Health  
Branded Data / Lifestyle / Retail Transactional Data / Health / Vitamin and Health Product Purchasers  
Branded Data / Lifestyle / Sport / Fitness Enthusiast  
Branded Data / Lifestyle / Sport / Weightlifting  
Branded Data / Lifestyle / Sports & Fitness  
Branded Data / Lifestyle / Sports & Fitness / Adrenaline Seekers  
Branded Data / Lifestyle / Sports & Fitness / Fitness Enthusiast  
Branded Data / Lifestyle / Sports & Fitness / Outdoor Enthusiasts  
Branded Data / Lifestyle / Sports & Fitness / Team Sports Enthusiast  
Branded Data / Lifestyle / The Fitness Buff  
Branded Data / Lifestyle and Interests / Donor / Contributes to Health Charities - Expanded  
Branded Data / Lifestyle and Interests / Donor / Contributes to Health Charities - Precision

Branded Data / Lifestyle and Interests / Financial Behavior / Medical Insurance Policy Holders - Expanded  
Branded Data / Lifestyle and Interests / Financial Behavior / Medical Insurance Policy Holders - Precision  
Branded Data / Lifestyle and Interests / Fitness  
Branded Data / Lifestyle and Interests / Fitness / Avid Runners - Expanded  
Branded Data / Lifestyle and Interests / Fitness / Avid Runners - Precision  
Branded Data / Lifestyle and Interests / Fitness / Fitness Enthusiast - Expanded  
Branded Data / Lifestyle and Interests / Fitness / Fitness Enthusiast - Precision  
Branded Data / Lifestyle and Interests / Health and Diet  
Branded Data / Lifestyle and Interests / Health and Diet / Healthy Living - Expanded  
Branded Data / Lifestyle and Interests / Health and Diet / Healthy Living - Precision  
Branded Data / Lifestyle and Interests / Health and Diet / On a Diet - Expanded  
Branded Data / Lifestyle and Interests / Health and Diet / On a Diet - Precision  
Branded Data / Lifestyle and Interests / Health and Diet / Weight Conscious - Expanded  
Branded Data / Lifestyle and Interests / Health and Diet / Weight Conscious - Precision  
Branded Data / Lifestyle and Interests / Moms / Fitness Mothers  
Branded Data / Lifestyles / Healthy and Fit  
Branded Data / Magazine Subscribers / Adult Health Magazines  
Branded Data / Magazine Subscribers / Ailment Related Magazines  
Branded Data / Magazine Subscribers / Children's Health Magazines  
Branded Data / Magazine Subscribers / Diet Magazines  
Branded Data / Magazine Subscribers / Fitness Magazines  
Branded Data / Magazine Subscribers / Health & Fitness Magazines  
Branded Data / Malaysia / Health & Fitness  
Branded Data / Malaysia / Health & Fitness / Exercise Enthusiasts  
Branded Data / Malaysia / Health & Fitness / Runners & Cyclists  
Branded Data / Malaysia / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / Malaysia / Retail / Pharmacy Patrons

Branded Data / MD+ / Nurses / CNAs/Certified Nursing Aide  
Branded Data / MD+ / Nurses / Public Health Nurses  
Branded Data / Media and Entertainment / Magazines / Health/Fitness  
Branded Data / Media and Entertainment / TV Genres / Health & Wellness  
Branded Data / Medical Insurance  
Branded Data / Medical Insurance / AARP  
Branded Data / Medical Insurance / Aetna  
Branded Data / Medical Insurance / AFLAC  
Branded Data / Medical Insurance / BlueCross BlueShield  
Branded Data / Medical Insurance / Cigna  
Branded Data / Medical Insurance / Health Net  
Branded Data / Medical Insurance / Humana  
Branded Data / Medical Insurance / Kaiser Permanente  
Branded Data / Medical Insurance / MetLife  
Branded Data / Medical Insurance / Mutual of Omaha  
Branded Data / Medical Insurance / Oxford  
Branded Data / Medical Insurance / PPO (Preferred Provider Organization)  
Branded Data / Medical Insurance / State Farm  
Branded Data / Medical Insurance / United Healthcare  
Branded Data / Mobile App Categories / Health & Fitness  
Branded Data / Mobile App Users by Category / Health and Fitness  
Branded Data / Mobile In-Market / Retail / Health & Beauty Shoppers  
Branded Data / Mobile Lifestyle & Interests / Health & Fitness  
Branded Data / Mobile Lifestyle & Interests / Health & Fitness / Dieters  
Branded Data / Mobile Lifestyle & Interests / Health & Fitness / Fitness Enthusiasts  
Branded Data / New Zealand / Health & Fitness  
Branded Data / New Zealand / Health & Fitness / Exercise Enthusiasts  
Branded Data / OGURY / App Ownership / Apps / Health & Fitness  
Branded Data / OGURY / Brand Affinity / CVS/pharmacy  
Branded Data / OGURY / Brand Affinity / Quality Health  
Branded Data / OGURY / Brand Affinity / Weight Watchers  
Branded Data / Omnibus / Beauty / Diet  
Branded Data / Omnibus / Home Electronics / Health Appliances

Branded Data / Omnibus / Interest / Health and Medical Care  
Branded Data / Omnibus / Interest / Healthy Lifestyles  
Branded Data / OmniDIGITAL by MeritDirect / Products Services / Group Health  
Branded Data / OmniDIGITAL by MeritDirect / Products Services / Health Care  
Branded Data / OmniDIGITAL by MeritDirect / Products Services / Individual Health  
Branded Data / OmniDIGITAL by MeritDirect / SIC2 code / Health Services (80)  
Branded Data / One Audience / App Categories / Health & Fitness  
Branded Data / One Audience / In-Market / Retail / Health & Beauty Shoppers  
Branded Data / One Audience / Lifestyle & Interests / Health & Fitness  
Branded Data / One Audience / Lifestyle & Interests / Health & Fitness / Dieters  
Branded Data / One Audience / Lifestyle & Interests / Health & Fitness / Fitness Enthusiasts  
Branded Data / Online Behaviors / Food & Drink / Health Or Lowfat Cooking  
Branded Data / Online Behaviors / Health & Fitness  
Branded Data / Online Buyer / Personal Health  
Branded Data / Passionate About / Arts & Entertainment / Reading / Health  
Branded Data / Passionate About / Health & Beauty  
Branded Data / Passionate About / Health & Beauty / Beauty Products  
Branded Data / Passionate About / Health & Beauty / Fitness  
Branded Data / Passionate About / Health & Beauty / Fitness / Aerobics  
Branded Data / Passionate About / Health & Beauty / Fitness / Running  
Branded Data / Passionate About / Health & Beauty / Fitness / Walking  
Branded Data / Passionate About / Health & Beauty / Weight Loss  
Branded Data / Past Purchase / Vitamins/Health Products  
Branded Data / Past Purchase / Vitamins/Health Products / Dollars Spent: \$1-\$30  
Branded Data / Past Purchase / Vitamins/Health Products / Dollars Spent: \$219-\$9,999  
Branded Data / Past Purchase / Vitamins/Health Products / Dollars Spent: \$31-\$218  
Branded Data / Past Purchase / Vitamins/Health Products / Dollars Spent: 1-30  
Branded Data / Past Purchase / Vitamins/Health Products / Dollars Spent: 219-9999

Branded Data / Past Purchase / Vitamins/Health Products / Dollars Spent: 31-218  
Branded Data / Past Purchase / Vitamins/Health Products / Number of Purchases: 5-999  
Branded Data / Past Purchase / Vitamins/Health Products / Power Buyer  
Branded Data / Past Purchases / Health & Beauty Products  
Branded Data / Personal Care / Fitness  
Branded Data / Personal Care / Fitness / Gyms  
Branded Data / Personal Care / Fitness / Personal Training  
Branded Data / Personal Care / Health and Wellness  
Branded Data / Personal Care / Healthcare  
Branded Data / Personal Care / Healthy Living  
Branded Data / Personal Care / Men's Health and Fitness  
Branded Data / Personal Care / Women's Health and Fitness  
Branded Data / Personal Finance / Health Insurance  
Branded Data / Personal Finance / Health Insurance / AARP  
Branded Data / Personal Finance / Health Insurance / Aetna  
Branded Data / Personal Finance / Health Insurance / Blue Cross/Blue Shield  
Branded Data / Personal Finance / Health Insurance / Cigna  
Branded Data / Personal Finance / Health Insurance / Flexible Spending Account  
Branded Data / Personal Finance / Health Insurance / Humana  
Branded Data / Personal Finance / Health Insurance / Kaiser Permanente  
Branded Data / Personal Finance / Health Insurance / POS (Point-Of-Service)  
Branded Data / Personal Finance / Health Insurance / Unitedhealthcare  
Branded Data / Personal Influence / Dieting  
Branded Data / Personal Influence / Healthcare  
Branded Data / Personal Influence / Healthy Lifestyle  
Branded Data / Personal Influence / Physical Fitness  
Branded Data / Philanthropy (Charity) / Health and Well-Being  
Branded Data / Philippines / Health & Fitness  
Branded Data / Philippines / Health & Fitness / Exercise Enthusiasts  
Branded Data / Philippines / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / Premium / Food / Cooking / Healthy Meals  
Branded Data / Premium / Food / Foods (CPG) / Health Bars

Branded Data / Premium / Food / Foods / Health  
Bars  
Branded Data / Premium / Health  
Branded Data / Premium / Health / Health & Beauty  
Branded Data / Premium / Health / Health & Beauty  
/ Fitness  
Branded Data / Premium / Health / Health & Beauty  
/ Yoga  
Branded Data / Premium / Health / Health & Medical  
Branded Data / Premium / Health / Health & Medical  
/ Health Conditions  
Branded Data / Premium / Health / Health & Medical  
/ Health Conditions / Aches & Pains  
Branded Data / Premium / Health / Health & Medical  
/ Health Conditions / Allergies  
Branded Data / Premium / Health / Health & Medical  
/ Health Conditions / Cold & Flu  
Branded Data / Premium / Health / Health & Medical  
/ Health Conditions / Sleep Issues  
Branded Data / Premium / Health / Health & Medical  
/ Health Conditions / Stomach Issues  
Branded Data / Premium / Health / Health & Medical  
/ Healthcare  
Branded Data / Premium / Health / Health & Medical  
/ Medical Terms  
Branded Data / Premium / Health / Health & Medical  
/ Medical Terms / General Practice  
Branded Data / Premium / Health / Health & Medical  
/ Medical Terms / Medical Facilities  
Branded Data / Premium / Health / Health & Medical  
/ Medical Terms / Medical Procedures  
Branded Data / Premium / Health / Health & Medical  
/ Medical Terms / Nurse  
Branded Data / Premium / Health / Health & Medical  
/ Medicine  
Branded Data / Premium / Health / Health & Medical  
/ Medicine / Cold & Flu  
Branded Data / Premium / Health / Health & Medical  
/ Medicine / Vision  
Branded Data / Premium / Health / Health & Medical  
/ Specialties  
Branded Data / Premium / Health / Health & Medical  
/ Specialties / Bariatrics  
Branded Data / Premium / Health / Health & Medical  
/ Specialties / Dentistry  
Branded Data / Premium / Health / Health & Medical  
/ Specialties / Dermatology  
Branded Data / Premium / Health / Health & Medical  
/ Specialties / Geriatrics  
Branded Data / Premium / Health / Health & Medical  
/ Specialties / Internist  
Branded Data / Premium / Health / Health & Medical  
/ Specialties / Optometry & Ophthalmology

Branded Data / Premium / Health / Health & Medical  
/ Specialties / Pediatrics  
Branded Data / Premium / Health / Health & Medical  
/ Specialties / Urologist  
Branded Data / Premium / Health / Health &  
Wellness  
Branded Data / Premium / Health / Health &  
Wellness / First Aid  
Branded Data / Premium / Health / Health &  
Wellness / Homeopathy  
Branded Data / Premium / Health / Health &  
Wellness / Massage & Spa  
Branded Data / Premium / Health / Health &  
Wellness / Nutrition  
Branded Data / Premium / Health / Health &  
Wellness / Vitamins & Minerals  
Branded Data / Premium / Health / Health &  
Wellness / Weight Loss  
Branded Data / Premium / Health / Social  
Branded Data / Premium / Health / Social / Health  
Influencers  
Branded Data / Premium / Health / Social / Health  
Shoppers  
Branded Data / Premium / Health / Social / Health  
Video Engagers  
Branded Data / Premium / Health & Wellbeing  
Branded Data / Premium / Health & Wellbeing /  
Premium Fitness & Exercise  
Branded Data / Premium / Health & Wellbeing /  
Premium Health & Wellbeing  
Branded Data / Premium / Health & Wellbeing /  
Premium Health Wellness & Fitness  
Branded Data / Premium / Health & Wellbeing /  
Premium Health, Wellness & Fitness  
Branded Data / Premium / Health & Wellbeing /  
Premium Self-Improvement  
Branded Data / Premium / Health & Wellbeing /  
Premium Weight Loss  
Branded Data / Premium / Interest / Seasonal Retail  
/ Health and Beauty  
Branded Data / Premium / Lifestyles / Healthy & Fit  
Branded Data / Premium / Products & Services  
Propensities / Premium Health Insurance -  
Propensity  
Branded Data / Premium / Shoppers In Market / By  
Interest Vertical / Health  
Branded Data / Premium / Shoppers In-Market / By  
Interest Vertical / Health  
Branded Data / Premium / Social / Social Influencers  
/ Health  
Branded Data / Premium / Social / Video / Video  
Engagers / Health

Branded Data / Premium / Sports / Outdoors / Fitness  
Branded Data / Premium / U.S. Political / Issues / Healthcare  
Branded Data / Premium / U.S. Political / Issues / Welfare  
Branded Data / Premium Product / Fitness/Exercise Product Buyer  
Branded Data / Premium Product / Health Product Buyer  
Branded Data / Products & Services Propensities / Health Insurance - Propensity  
Branded Data / Profession / Health Care  
Branded Data / Profession / Health Services  
Branded Data / Profession / Pharmacist / Pharmacy  
Branded Data / Psychographic/Attitudes / Health and Diet Attitudes  
Branded Data / Psychographic/Attitudes / Health and Diet Attitudes / Image Leader - Expanded  
Branded Data / Psychographic/Attitudes / Health and Diet Attitudes / Image Leader - Precision  
Branded Data / Psychographic/Attitudes / Health and Well Being  
Branded Data / Psychographic/Attitudes / Health and Well Being / Healthy Holistics  
Branded Data / Psychographic/Attitudes / Health and Well Being / Image Shapers  
Branded Data / Psychographic/Attitudes / Health and Well Being / Invincibles  
Branded Data / Psychographic/Attitudes / Health and Well Being / Weight Reformers  
Branded Data / Purchase Based / Health and Beauty  
Branded Data / Purchase Based / Health and Beauty / Drug and Pharmacy  
Branded Data / Purchase Based / Health and Beauty / Eye Care Goods and Services  
Branded Data / Purchase Based / Health and Beauty / Gyms and Fitness  
Branded Data / Purchase Based / Health and Beauty / Hair Salons  
Branded Data / Purchase Based / Health and Beauty / Spas  
Branded Data / Purchase Based / Health and Beauty / Specialty Health and Nutrition  
Branded Data / Purchase Based / Seasonal and Holiday / Black Friday and Cyber Monday Shoppers / Health and Beauty  
Branded Data / Purchase Based / Seasonal and Holiday / New Years Resolutions / Lapsed Fitness  
Branded Data / Purchase Based / Seasonal and Holiday / New Years Resolutions / Lapsed Healthy Eating

Branded Data / Purchase Based / Seasonal and Holiday / New Years Resolutions / No Fitness  
Branded Data / Purchase Based / Seasonal and Holiday / Winter Holiday / Health and Beauty  
Branded Data / Purchase Behavior / Health and Beauty  
Branded Data / Purchase Behavior / Health and Beauty / Personal Care Products  
Branded Data / Purchase Behaviors / Exercise  
Branded Data / Purchase Behaviors / Exercise / Aerobic  
Branded Data / Purchase Behaviors / Exercise / Running/Jogging  
Branded Data / Purchase Behaviors / Exercise / Walking  
Branded Data / Purchase Behaviors / Health & Wellness  
Branded Data / Purchase Behaviors / Health & Wellness / Beauty  
Branded Data / Purchase Behaviors / Health & Wellness / Dieting & Weight Loss  
Branded Data / Purchase Behaviors / Health & Wellness / Fitness  
Branded Data / Purchase Predictors / All Channels / Personal Health  
Branded Data / Purchase Predictors / Brick and Mortar / Personal Health  
Branded Data / Purchase Predictors / Online / Personal Health  
Branded Data / Purchases / Personal Health  
Branded Data / Purchases / Vitamin & Health Products  
Branded Data / Purchasing Interest / Alternate Health Purchasing Interest  
Branded Data / Purchasing Interest / Diet Purchasing Interest  
Branded Data / Purchasing Interest / Health Products Purchasing Interest  
Branded Data / Purchasing Interest / Heart Health Products Purchasing Interest  
Branded Data / Purchasing Interest / Joint Health Products Purchasing Interest  
Branded Data / Purchasing Interest / Natural Health Products Purchasing Interest  
Branded Data / Purchasing Interest / Vitamins Purchasing Interest  
Branded Data / Ready to Buy - Email Engagers / Health, Life & Auto Insurance Shoppers  
Branded Data / Regulation B (Reg B) Friendly Audiences / Insurance / Account Holders / Employer Health Insurance

Branded Data / Regulation B (Reg B) Friendly Audiences / Insurance / Account Holders / Healthcare Marketplace  
Branded Data / Regulation B (Reg B) Friendly Audiences / Insurance / In Market / Health Insurance  
Branded Data / Restaurants / Types of Food / Healthy Food  
Branded Data / Retail / Categories / Fitness Buyers  
Branded Data / Retail / Categories / Fitness Buyers / Cyclists  
Branded Data / Retail / Categories / Fitness Buyers / Runners  
Branded Data / Retail / Categories / Health and Wellness Buyers  
Branded Data / Retail / Categories / Health and Wellness Buyers / Natural Wellness  
Branded Data / Retail / Categories / Health and Wellness Buyers / Weight Loss and Supplements  
Branded Data / Retail / Health & Wellness Buyers  
Branded Data / Retail / Health & Wellness Buyers / Natural Wellness  
Branded Data / Retail / Health and Beauty  
Branded Data / Retail / Health and Beauty / Vitamins and Supplements  
Branded Data / Retail / Health and Beauty / Vitamins and Supplements / GNC  
Branded Data / Retail / Health and Beauty / Vitamins and Supplements / GNC / Frequent  
Branded Data / Retail / Health and Beauty / Vitamins and Supplements / GNC / Recent  
Branded Data / Retail / Pharmacies / CVS Pharmacy  
Branded Data / Retail / Pharmacies / CVS Pharmacy - Recent  
Branded Data / Retail / Proximity (Locations) / Retailers / Accessories / Pearle Vision  
Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements  
Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements / GNC (General Nutrition Centers)  
Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements / Jenny Craig  
Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements / Max Muscle  
Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements / Medifast  
Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements / The Vitamin Shoppe  
Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements / Vitamin World

Branded Data / Retail / Proximity (Locations) / Retailers / Nutritional Supplements / Weight Watchers  
Branded Data / Retail / Sports & Outdoors / Fitness  
Branded Data / Retail / Sports & Outdoors / Fitness / Fitness Equipment  
Branded Data / Retail / Sports & Outdoors / Fitness / Running  
Branded Data / Retail / Sports & Outdoors / Fitness / Swimming  
Branded Data / Retail / Sports & Outdoors / Fitness / Yoga  
Branded Data / Retail / Sports & Outdoors Buyers / Fitness  
Branded Data / Scanbuy / Health & Fitness  
Branded Data / Scanbuy / Health & Fitness / Exercise  
Branded Data / Scanbuy / Health & Fitness / Exercise / Fitness Devices  
Branded Data / Scanbuy / Health & Fitness / Exercise / Hiking  
Branded Data / Scanbuy / Health & Fitness / Exercise / Running  
Branded Data / Scanbuy / Health & Fitness / Pharmacy Patrons  
Branded Data / Scanbuy / Health & Fitness / Weight Loss  
Branded Data / Seasonal / New Year's / New Year's Resolutions / Exercise & Stay Fit  
Branded Data / Seasonal / New Year's / New Year's Resolutions / Lose Weight  
Branded Data / Seasonal / Winter Seasonal / Cold and Flu Sufferers  
Branded Data / Seasonal / Winter Seasonal / New Year's Resolutions: Weight Loss  
Branded Data / Senior Market / Health Conscious Seniors  
Branded Data / Senior Market / Seniors with a Mind for Fitness & Exercise  
Branded Data / Services / Beauty & Health  
Branded Data / Services / Beauty & Health / Beauty / Hairdressing Salons  
Branded Data / Shopper Currently Seeking / Financial Products / Insurance / Health  
Branded Data / Shopping / Dieters Attitude  
Branded Data / Shopping / Fitness Resolution  
Branded Data / Shopping / Grocery Shoppers / Shopper Food & Pharmacy Shopper  
Branded Data / Shopping / Pharmacy Shoppers  
Branded Data / Shopping / Pharmacy Shoppers / CVS Pharmacy Shopper  
Branded Data / Shopping / Pharmacy Shoppers / Duane Reade Shopper



Branded Data / Shopping / Pharmacy Shoppers / Rite Aid Shopper  
Branded Data / Shopping / Pharmacy Shoppers / Walgreens Shopper  
Branded Data / SIC2 code / Health Services (80)  
Branded Data / Singapore / Health & Fitness  
Branded Data / Singapore / Health & Fitness / Exercise Enthusiasts  
Branded Data / Singapore / Health & Fitness / Runners & Cyclists  
Branded Data / Singapore / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / Singapore / Retail / Pharmacy Patrons  
Branded Data / SMS / Customer Modeled / Health  
Branded Data / SMS / Donors / Health Causes  
Branded Data / SMS / Purchase Behaviors / Exercise  
Branded Data / SMS / Purchase Behaviors / Exercise / Aerobic  
Branded Data / SMS / Purchase Behaviors / Exercise / Running/Jogging  
Branded Data / SMS / Purchase Behaviors / Exercise / Walking  
Branded Data / SMS / Purchase Behaviors / Health & Wellness  
Branded Data / SMS / Purchase Behaviors / Health & Wellness / Beauty  
Branded Data / SMS / Purchase Behaviors / Health & Wellness / Dieting & Weight Loss  
Branded Data / SMS / Purchase Behaviors / Health & Wellness / Fitness  
Branded Data / Spending Model / Personal Health  
Branded Data / Sports & Fitness  
Branded Data / Sports & Fitness / Aerobics  
Branded Data / Sports & Fitness / Auto / Motorcycle Racing  
Branded Data / Sports & Fitness / Baseball  
Branded Data / Sports & Fitness / Basketball  
Branded Data / Sports & Fitness / Camping / Hiking  
Branded Data / Sports & Fitness / Fitness  
Branded Data / Sports & Fitness / Football  
Branded Data / Sports & Fitness / Golf  
Branded Data / Sports & Fitness / Great Outdoors  
Branded Data / Sports & Fitness / Healthy Living  
Branded Data / Sports & Fitness / Running  
Branded Data / Sports & Fitness / Scuba Diving  
Branded Data / Sports & Fitness / Snow Skiing  
Branded Data / Sports & Fitness / Soccer  
Branded Data / Sports & Fitness / Sporting Interest  
Branded Data / Sports & Fitness / Walking  
Branded Data / Sports & Fitness / Weight Lifting  
Branded Data / Subscribers / Category / Health magazine

Branded Data / Super Spenders / Health Care  
Branded Data / Super Spenders / Health Care / Blue Cross Blue Shield  
Branded Data / Super Spenders / Health Care / Commercial Health Insurance  
Branded Data / Super Spenders / Health Care / Commercial, Medicare Supplements & Other Health Insurance  
Branded Data / Super Spenders / Health Care / Dental Services  
Branded Data / Super Spenders / Health Care / Eyecare Services  
Branded Data / Super Spenders / Health Care / Health Insurance  
Branded Data / Super Spenders / Health Care / Health Maintenance Organization Not BCBS  
Branded Data / Super Spenders / Health Care / Healthcare  
Branded Data / Super Spenders / Health Care / Medical Services  
Branded Data / Super Spenders / Health Care / Medical Supplies  
Branded Data / Super Spenders / Health Care / Nonprescription Drugs  
Branded Data / Super Spenders / Health Care / Nonprescription Vitamins  
Branded Data / Super Spenders / Health Care / Prescription Drugs  
Branded Data / Super Spenders / Health Care / Vitamin Supplements  
Branded Data / Super Spenders / Insurance & Financial / Commercial Health Insurance  
Branded Data / Super Spenders / Insurance & Financial / Commercial, Medicare Supplements & Other Health Insurance  
Branded Data / Super Spenders / Insurance & Financial / Health Insurance  
Branded Data / Super Spenders / Insurance & Financial / Health Maintenance Organization Not BCBS  
Branded Data / Super Spenders / Retail & Services / Athletic Gear, Game Tables & Exercise Equipment  
Branded Data / Supply & Demand Data / Health & Personal Care  
Branded Data / Thailand / Health & Fitness  
Branded Data / Thailand / Health & Fitness / Exercise Enthusiasts  
Branded Data / Thailand / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / Thailand / Retail / Pharmacy Patrons  
Branded Data / Transactions / Electronics / Healthcare  
Branded Data / Transactions / Health & Wellness

Branded Data / Transactions / Health & Wellness / Diagnostic Products  
Branded Data / Transactions / Health & Wellness / Drugstore  
Branded Data / Transactions / Health & Wellness / Health Foods  
Branded Data / Transactions / Health & Wellness / Mobility products  
Branded Data / Transactions / Health & Wellness / Supplements  
Branded Data / Transactions / Health & Wellness / Weight-loss Products  
Branded Data / Transactions / Medical Products / Dental Equipment & Supplies  
Branded Data / Transactions / Personal Services / Healthcare  
Branded Data / Transactions / Pharmacy Supplies  
Branded Data / UK / Wellness  
Branded Data / UK / Wellness / Gyms & Fitness Clubs  
Branded Data / UK Data / Demographics / Charity / Children Welfare  
Branded Data / UK Data / Demographics / Hobbies/Interests / Exercise  
Branded Data / UK Data / Demographics / Hobbies/Interests / Healthy Eating  
Branded Data / UK Data / Demographics / Hobbies/Interests / Vitamins  
Branded Data / UK Data / L1 Affinity / Health & Beauty  
Branded Data / US / Health & Fitness  
Branded Data / US / Health & Fitness / Diet & Weight Loss  
Branded Data / US / Health & Fitness / Exercise Enthusiasts  
Branded Data / US / Health & Fitness / Runners & Cyclists  
Branded Data / US / Holiday / Women's Health & Beauty Shoppers  
Branded Data / US / Retail / Beauty, Health & Grocery Shoppers  
Branded Data / US / Retail / Pharmacy Patrons  
Branded Data / US / Seasonal / New Year's Diet & Fitness Resolutions  
Branded Data / US / Wellness  
Branded Data / US / Wellness / Gyms & Fitness Clubs: High Spenders  
Branded Data / US / Wellness / Salon & Spa: High Spenders  
Branded Data / US Data / L1 Affinity / Health & Beauty  
Branded Data / US Data / Nonprofit Donations / Health  
Branded Data / US Data / Publishing / Health

Branded Data / US Data / Retail / Health  
Branded Data / US Data / Seasonal / Seasonal Allergies  
Branded Data / USA / US Plunge Digital / Interest / Brand Affinity / Nonprofit / American Foundation for Suicide Prevention  
Branded Data / USA / US Plunge Digital / Interest / Brand Affinity / Nonprofit / Autism Speaks  
Branded Data / USA / US Plunge Digital / Interest / Brand Affinity / Nonprofit / Cystic Fibrosis Foundation  
Branded Data / USA / US Plunge Digital / Interest / Brand Affinity / Nonprofit / Dana-Farber Cancer Institute  
Branded Data / USA / US Plunge Digital / Interest / Brand Affinity / Nonprofit / DAV (Disabled American Veterans) Charitable Service Trust  
Branded Data / V12 Group / Buyers / Diet & Weight Loss  
Branded Data / V12 Group / Buyers / Health & Beauty Products  
Branded Data / V12 Group / CPG / Nutrition/WeightLoss  
Branded Data / V12 Group / CPG / Nutrition/WeightLoss / Adult Nutrition & Weight Control  
Branded Data / V12 Group / CPG / Nutrition/WeightLoss / Diet & Weight Loss  
Branded Data / V12 Group / CPG / Nutrition/WeightLoss / Men's Nutrition & Weight Control  
Branded Data / V12 Group / CPG / Nutrition/WeightLoss / Women's Nutrition & Weight Control  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / Brand Cough & Cold  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / Cough And Cold  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / First Aid & Emergency Supplies  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / Generic Cough & Cold  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / Kids Cough & Cold  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / OTC - Brand Pain Relievers  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / OTC - Kids Pain Relievers  
Branded Data / V12 Group / CPG / OTC Medicine/Cough & Cold / OTC - Pain Relievers

Branded Data / V12 Group / CPG / OTC  
Medicine/Cough & Cold / OTC- Generic Pain  
Relievers  
Branded Data / V12 Group / Demographic /  
Lifestyles / Contributors / Health  
Branded Data / V12 Group / Demographic /  
Lifestyles / Read Natural Health  
Branded Data / V12 Group / Entertainment /  
Magazine Readers / Medical/Health  
Branded Data / V12 Group / Profession / Dental  
Assistant / Hygienist  
Branded Data / V12 Group / Profession / Health Care  
Branded Data / V12 Group / Profession / Health  
Services  
Branded Data / V12 Group / Profession / Pharmacist  
/ Pharmacy  
Branded Data / V12 Group / Sports & Fitness  
Branded Data / V12 Group / Sports & Fitness /  
Baseball  
Branded Data / V12 Group / Sports & Fitness /  
Basketball  
Branded Data / V12 Group / Sports & Fitness /  
Fitness  
Branded Data / V12 Group / Sports & Fitness /  
Football  
Branded Data / V12 Group / Sports & Fitness / Golf  
Branded Data / V12 Group / Sports & Fitness / Great  
Outdoors  
Branded Data / V12 Group / Sports & Fitness /  
Healthy Living  
Branded Data / V12 Group / Sports & Fitness /  
Running  
Branded Data / V12 Group / Sports & Fitness / Scuba  
Diving  
Branded Data / V12 Group / Sports & Fitness / Snow  
Skiing  
Branded Data / V12 Group / Sports & Fitness /  
Sporting Interest  
Branded Data / Vietnam / Health & Fitness  
Branded Data / Vietnam / Health & Fitness / Exercise  
Enthusiasts  
Branded Data / VisaVue Audiences powered by DLX /  
Seasonal / New Year's Diet & Fitness Resolutions  
Branded Data / VisaVue Audiences powered by DLX /  
Wellness  
Branded Data / VisaVue Audiences powered by DLX /  
Wellness / Gyms & Fitness Clubs: High Spenders  
Branded Data / VisaVue Audiences powered by DLX /  
Wellness / Salon & Spa: High Spenders  
Branded Data / Vitamins & Nutrition  
Branded Data / Way of Life - Lifestyle / Health  
Conscious

Branded Data / Way of Life - Lifestyle / Low Fat  
Dieters  
Branded Data / Way of Life - Lifestyle / Low Sugar  
Dieters  
Branded Data / Way of Life / Health Conscious  
Branded Data / Way of Life / Low Fat Dieters  
Branded Data / Way of Life / Low Sugar Dieters  
Branded Data / Wealth Window / Donors &  
Philanthropists / Health Causes  
Branded Data / Wealth Window / Lifestyle/Interest /  
Fitness Buffs  
BrandProduct / Dairy / Yogurt Spoonable / Fresh,  
Weight Watchers  
BrandProduct / Dairy / Yogurt Spoonable / Fresh,  
Weight Watchers Yogurt  
BrandProduct / Dessert / Dairy Based / Fresh,  
Weight Watchers  
BrandProduct / Fish / Fish Natural,  
Whole/Fillet/Smoked / Fresh Fixd Weight, Private  
Label  
BrandProduct / Health  
BrandProduct / Health / General Analgesics  
BrandProduct / Health / General Analgesics /  
Capsules/Gum/Tablets, Galpharm  
BrandProduct / Health / General Analgesics /  
Capsules/Gum/Tablets, Private Label  
BrandProduct / Health / Health Supplements  
BrandProduct / Health / Health Supplements /  
Combinations, Capsules/Tablets, Private Label  
BrandProduct / Health / Plasters Precut, Private  
Label  
BrandProduct / Health / Vitamin Supplements  
BrandProduct / Health / Vitamin Supplements /  
Capsules/Tablets, Private Label  
BrandProduct / Sugar/Candy / Cough/Throat Sweets  
BrandProduct / Sugar/Candy / Cough/Throat Sweets  
/ Jakemans Throat  
BrandProduct / Sugar/Candy / Cough/Throat Sweets  
/ Jakemans Throat / Chest Relief  
BrandProduct / Sugar/Candy / Cough/Throat Sweets  
/ Non Medicated, Jakemans  
BrandProduct / Vegetables / Natural / Sprouting,  
Frsh Fxd Weight, Private Label  
Brazil (BR) / Consumer Packaged Goods (CPG) /  
Interest (Affinity) / Eating Styles / Healthy  
Brazil (BR) / Consumer Packaged Goods (CPG) /  
Interest (Affinity) / Product Categories / Health and  
Beauty Products  
Brazil (BR) / Consumer Packaged Goods (CPG) /  
Interest (Affinity) / Product Categories / Health and  
Beauty Products / Eye Care

Brazil (BR) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Feminine Care  
Brazil (BR) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Brazil (BR) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Oral Care (Dental Care)  
Brazil (BR) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Skin Care  
Brazil (BR) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins  
Brazil (BR) / Financial Services / Insurance / Interest (Affinity) / Health Insurance  
Brazil (BR) / Hobbies and Interests (Affinity) / Health and Fitness  
Brazil (BR) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
Brazil (BR) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness  
Brazil (BR) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Alternative Medicine  
Brazil (BR) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss  
Brazil (BR) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition  
Brazil (BR) / Lifestyles / Enthusiasts / Healthy Living  
Brazil (BR) / Retail / In-Market / Health and Fitness  
Brazil (BR) / Retail / In-Market / Health and Fitness / Fitness  
Brazil (BR) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
Brazil (BR) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
BRAZIL / Activation Segment / Diet (EN), Dieta (ES), Dieta (PT)  
BRAZIL / Activation Segment / Healthy eating (EN), Alimentacion saludable (ES), Alimentacao saudavel (PT)  
Brazil / Health  
BRAZIL / Interest / Health (EN), Salud (ES), Saude (PT)  
BRAZIL / Life Style / Fitness and Wellness (EN), Deportista (ES), Esportista (PT)  
BRAZIL / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
Buyers of Healthy Choice Frozen Entrées  
BuyStyles / Fresh and Healthy  
BuyStyles / Weight Conscious  
Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Eating Styles / Healthy

Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Eye Care  
Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Feminine Care  
Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Oral Care  
Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Skin Care  
Canada (CA) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins  
Canada (CA) / Financial Services / Insurance / Interest (Affinity) / Health Insurance  
Canada (CA) / Hobbies and Interests (Affinity) / Health and Fitness  
Canada (CA) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
Canada (CA) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Gyms  
Canada (CA) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Running and Jogging  
Canada (CA) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness  
Canada (CA) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss  
Canada (CA) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition  
Canada (CA) / Hobbies and Interests (Affinity) / Politics and Society / Charity and Giving / Causes / Health and Well-Being  
Canada (CA) / Lifestyles / Enthusiasts / Healthy Living  
Canada (CA) / Retail / In-Market / Health and Fitness  
Canada (CA) / Retail / In-Market / Health and Fitness / Fitness  
Canada (CA) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
Canada (CA) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
Canada / Department Store Visitors / Pharmacy Visitors  
Canada / Dieting and Weight Loss

Canada / Finance & Money / Insurance / Health Insurance  
Canada / Food & Beverages / Health Food  
Canada / Food & Beverages / Health Food / Gluten Free Food  
Canada / Health and Fitness  
Canada / Lifestyle / Healthy Living  
Canada / Lifestyle / Healthy Living / Extreme Activities  
Canada / Lifestyle / Healthy Living / New Age Enthusiasts  
Canada / Lifestyle / Healthy Living / Protein Powder / Supplements  
Canada / Lifestyle / Healthy Living / Sports Enthusiasts  
Canada / Lifestyle / Healthy Living / Sports Enthusiasts / NCAA Enthusiasts  
Canada / Lifestyle / Healthy Living / Sports Enthusiasts / Olympic Enthusiasts  
Canada / Lifestyle / Healthy Living / Sports Enthusiasts / Super Bowl Enthusiasts  
Canada / Lifestyle / Healthy Living / Vitamin Consumers  
Canada / Personal or Health Insurance  
Canada / Premium / Family / Mothers Lifestyle / Fitness Mothers  
Canada / Premium / Lifestyle / Donors / Contributes to Health Charities  
Canada / Premium / Lifestyle / Health and Wellness Trends Enthusiasts / Actively Try New Health and Diet Trends  
Canada / Premium / Lifestyle / Health and Wellness Trends Enthusiasts / Actively Try New Health and Diet Trends / On a diet  
Canada / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products  
Canada / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Online Personal Health Product Buyers  
Canada / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Retail Personal Health Product Buyers  
Canada / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Vitamins and Personal Health Products Power Buyer  
Canada / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Vitamins and Personal Health Products Purchase of \$1 - \$30  
Canada / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Vitamins and Personal Health Products Purchase of \$219 - \$9999

Canada / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Vitamins and Personal Health Products Purchase of \$31 - \$218  
Canada / Sports / Fitness & Exercise  
Canada / Sports / Fitness & Exercise / Crossfit  
Canada / Sports / Fitness & Exercise / Gym Goers  
Canada / Sports / Fitness & Exercise / Joggers Runners  
Canada / Sports / Fitness & Exercise / Mixed Martial Arts  
Canada / Sports / Fitness & Exercise / Sports Apparel & Active Wear  
Canada / Sports / Fitness & Exercise / Yoga Pilates  
Canada / Weightlifting  
Career / Healthcare  
Careers / Health Science Majors  
Careers / Nursing  
Careers / Nursing Students  
Categories and Brands / Health and Beauty Products  
Categories and Brands / Health and Beauty Products / Allergy Relief  
Categories and Brands / Health and Beauty Products / Cold, Cough and Flu Relief  
Categories and Brands / Health and Beauty Products / Cold, Cough and Flu Relief / Halls  
Categories and Brands / Health and Beauty Products / Cold, Cough and Flu Relief / Mucinex  
Categories and Brands / Health and Beauty Products / Cold, Cough and Flu Relief / Vicks  
Categories and Brands / Health and Beauty Products / Eye Care  
Categories and Brands / Health and Beauty Products / Eye Care / Contact Lenses  
Categories and Brands / Health and Beauty Products / Feminine Care  
Categories and Brands / Health and Beauty Products / Gastrointestinal  
Categories and Brands / Health and Beauty Products / Gastrointestinal / Antacid  
Categories and Brands / Health and Beauty Products / Hair Care  
Categories and Brands / Health and Beauty Products / Oral Care  
Categories and Brands / Health and Beauty Products / Pain Relief  
Categories and Brands / Health and Beauty Products / Pain Relief / Advil  
Categories and Brands / Health and Beauty Products / Pain Relief / Aleve  
Categories and Brands / Health and Beauty Products / Pain Relief / Bayer  
Categories and Brands / Health and Beauty Products / Pain Relief / Tylenol

Categories and Brands / Health and Beauty Products / Skin Care  
Categories and Brands / Health and Beauty Products / Sun Care  
Categories and Brands / Health and Beauty Products / Vitamins  
Categories and Brands / Health and Beauty Products / Vitamins / Nature Made  
Categories and Brands / Health and Beauty Products / Vitamins / Nature's Bounty  
Category / Health and Fitness  
Category / Health Products  
Category / Health Products / Heavy Shoppers  
Category / Health, Beauty & Baby  
Category / Health, Beauty & Baby / Baby Care  
Category / Health, Beauty & Baby / Baby Care / All Buyers Baby Care  
Category / Health, Beauty & Baby / Diet Aids  
Category / Health, Beauty & Baby / Diet Aids / All Buyers Diet Aids  
Category / Health, Beauty & Baby / Face Care  
Category / Health, Beauty & Baby / Face Care / All Buyers Face Care  
Category / Health, Beauty & Baby / Hair Fixatives  
Category / Health, Beauty & Baby / Hair Fixatives / All Buyers Hair Fixatives  
Category / Health, Beauty & Baby / Haircare  
Category / Health, Beauty & Baby / Haircare / All Buyers Haircare  
Category / Health, Beauty & Baby / Haircare / All Buyers Haircare / Heavy Buyers Haircare  
Category / Health, Beauty & Baby / Haircare / All Buyers Haircare / Light Buyers Haircare  
Category / Health, Beauty & Baby / Haircare / All Buyers Haircare / Medium Buyers Haircare  
Category / Health, Beauty & Baby / Haircare / Lapsed Buyers Haircare  
Category / Health, Beauty & Baby / Haircare / Promo Buyers Haircare  
Category / Health, Beauty & Baby / Household Paper Products  
Category / Health, Beauty & Baby / Household Paper Products / All Buyers Household Paper Products  
Category / Health, Beauty & Baby / Interdental Products  
Category / Health, Beauty & Baby / Interdental Products / All Buyers Interdental Products  
Category / Health, Beauty & Baby / Lip Care Products  
Category / Health, Beauty & Baby / Lip Care Products / All Buyers Lip Care Products  
Category / Health, Beauty & Baby / Nutritional Supplements

Category / Health, Beauty & Baby / Nutritional Supplements / All Buyers Nutritional Supplements  
Category / Health, Beauty & Baby / Nutritional Supplements / All Buyers Nutritional Supplements / Heavy Buyers Nutritional Supplements  
Category / Health, Beauty & Baby / Nutritional Supplements / All Buyers Nutritional Supplements / Light Buyers Nutritional Supplements  
Category / Health, Beauty & Baby / Nutritional Supplements / All Buyers Nutritional Supplements / Medium Buyers Nutritional Supplements  
Category / Health, Beauty & Baby / Nutritional Supplements / Lapsed Buyers Nutritional Supplements  
Category / Health, Beauty & Baby / Nutritional Supplements / Non Buyers Nutritional Supplements  
Category / Health, Beauty & Baby / Nutritional Supplements / Promo Buyers Nutritional Supplements  
Category / Health, Beauty & Baby / Personal Paper Products  
Category / Health, Beauty & Baby / Personal Paper Products / All Buyers Personal Paper Products  
Category / Health, Beauty & Baby / Personal Paper Products / Heavy Buyers Personal Paper Products  
Category / Health, Beauty & Baby / Personal Paper Products / Light Buyers Personal Paper Products  
Category / Health, Beauty & Baby / Personal Paper Products / Medium Buyers Personal Paper Products  
Category / Health, Beauty & Baby / Personal Wash  
Category / Health, Beauty & Baby / Personal Wash / All Buyers Personal Wash  
Category / Health, Beauty & Baby / Personal Wash / All Buyers Personal Wash / Heavy Buyers Personal Wash  
Category / Health, Beauty & Baby / Personal Wash / All Buyers Personal Wash / Light Buyers Personal Wash  
Category / Health, Beauty & Baby / Personal Wash / All Buyers Personal Wash / Medium Buyers Personal Wash  
Category / Health, Beauty & Baby / Personal Wash / Buyers of Retailer Brands in Personal Wash  
Category / Health, Beauty & Baby / Personal Wash / Lapsed Buyers Personal Wash  
Category / Health, Beauty & Baby / Personal Wash / Promo Buyers Personal Wash  
Category / Health, Beauty & Baby / Sanitary Protection  
Category / Health, Beauty & Baby / Skin Care  
Category / Health, Beauty & Baby / Skin Care / All Buyers Skin Care

Category / Health, Beauty & Baby / Skin Care / All Buyers Skin Care / Heavy Buyers Skin Care  
Category / Health, Beauty & Baby / Skin Care / All Buyers Skin Care / Light Buyers Skin Care  
Category / Health, Beauty & Baby / Skin Care / All Buyers Skin Care / Medium Buyers Skin Care  
Category / Health, Beauty & Baby / Skin Care / Buyers of Retailer Brands in Skin Care  
Category / Health, Beauty & Baby / Skin Care / Lapsed Buyers Skin Care  
Category / Health, Beauty & Baby / Skin Care / Non Buyers Skin Care  
Category / Health, Beauty & Baby / Skin Care / Promo Buyers Skin Care  
Category / Health, Beauty & Baby / Skin Care Preparations  
Category / Health, Beauty & Baby / Skin Care Preparations / All Buyers Skin Care Preparations  
Category / Health, Beauty & Baby / Smoking Cessation  
Category / Health, Beauty & Baby / Smoking Cessation / All Buyers Smoking Cessation  
Category / Health, Beauty & Baby / Smoking Cessation / All Buyers Smoking Cessation / Heavy Buyers Smoking Cessation  
Category / Health, Beauty & Baby / Smoking Cessation / All Buyers Smoking Cessation / Light Buyers Smoking Cessation  
Category / Health, Beauty & Baby / Smoking Cessation / All Buyers Smoking Cessation / Medium Buyers Smoking Cessation  
Category / Health, Beauty & Baby / Smoking Cessation / Non Buyers Smoking Cessation  
Category / Health, Beauty & Baby / Vitamins & Herbals  
Category / Health, Beauty & Baby / Vitamins & Herbals / All Buyers Vitamins & Herbals  
Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm  
Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm / All Buyers Vitamins Mnrls Hrbl Supplm  
Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm / All Buyers Vitamins Mnrls Hrbl Supplm / Heavy Buyers Vitamins Mnrls Hrbl Supplm  
Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm / All Buyers Vitamins Mnrls Hrbl Supplm / Light Buyers Vitamins Mnrls Hrbl Supplm  
Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm / All Buyers Vitamins Mnrls Hrbl Supplm / Medium Buyers Vitamins Mnrls Hrbl Supplm  
Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm / Lapsed Buyers Vitamins Mnrls Hrbl Supplm

Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm / Non Buyers Vitamins Mnrls Hrbl Supplm  
Category / Health, Beauty & Baby / Vitamins Mnrls Hrbl Supplm / Promo Buyers Vitamins Mnrls Hrbl Supplm  
Category / Healthcare  
Category / Healthcare / Heavy  
Category / Healthcare / Light  
Category / Healthcare / Medium  
Category / Healthcare-Heavy  
Category / Healthcare-Light  
Category / Healthcare-Medium  
Category / Medicinal / Cough & Cold  
Category / Medicinal / Cough & Cold / All Buyers Cough & Cold  
Category / Medicinal / Cough Liquids  
Category / Medicinal / Cough Liquids / All Buyers Cough Liquids  
Category / Medicinal / Cough Liquids / All Buyers Cough Liquids / Heavy Buyers Cough Liquids  
Category / Medicinal / Cough Liquids / All Buyers Cough Liquids / Light Buyers Cough Liquids  
Category / Medicinal / Cough Liquids / All Buyers Cough Liquids / Medium Buyers Cough Liquids  
Category / Medicinal / Cough Liquids / Lapsed Buyers Cough Liquids  
Category / Medicinal / Cough Liquids / Non Buyers Cough Liquids  
Category / Medicinal / First Aid  
Category / Medicinal / First Aid / All Buyers First Aid  
Category / Medicinal / First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / All Buyers First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / All Buyers First Aids & Dressings / Heavy Buyers First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / All Buyers First Aids & Dressings / Light Buyers First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / All Buyers First Aids & Dressings / Medium Buyers First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / Buyers of No.1 Brand in First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / Buyers of No.2 Brand in First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / Lapsed Buyers First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / Non Buyers First Aids & Dressings  
Category / Medicinal / First Aids & Dressings / Promo Buyers First Aids & Dressings

Category / Medicinal / Medications, Remedies & Health Aids  
Category / Medicinal / Medications, Remedies & Health Aids / All Buyers Medications, Remedies & Health Aids  
Category / Medicinal / Medications, Remedies & Health Aids / Heavy Buyers Medications, Remedies & Health Aids  
Category / Medicinal / Medications, Remedies & Health Aids / Light Buyers Medications, Remedies & Health Aids  
Category / Medicinal / Medications, Remedies & Health Aids / Medium Buyers Medications, Remedies & Health Aids  
Characteristics / Belong to health/fitness club or gym (Scarborough)  
Characteristics / Tried to quit smoking past year (Scarborough)  
Charitable Donations / Contributed to Healthcare/Medical (Scarborough)  
Charitable Donors / Alzheimer's Causes Donors  
Charitable Donors / Cancer Causes Donors  
Charitable Donors / Cancer Causes Donors / Cancer Causes Donors: Highly Likely  
Charitable Donors / Cancer Causes Donors / Cancer Causes Donors: Likely  
Charitable Donors / Cancer Causes Donors / Cancer Causes Donors: Unlikely  
Charitable Donors / Health Causes Donors  
CHILE / Activation Segment / Diet (EN), Dieta (ES), Dieta (PT)  
CHILE / Activation Segment / Healthy eating (EN), Alimentacion saludable (ES), Alimentacao saudavel (PT)  
CHILE / Interest / Health (EN), Salud (ES), Saude (PT)  
CHILE / Life Style / Fitness and Wellness (EN), Deportista (ES), Esportista (PT)  
CHILE / Microsegment / Supervisors (EN), Supervisoros (ES), Supervisoros (PT)  
Cholesterol  
Clean Living Enthusiasts  
Cold and Chills  
Cold and Flu  
Cold and Flu\_  
Cold and Sinus  
Cold and Sinus / Analgesic and Chest Rubs  
Cold and Sinus / Breathing Aids External  
Cold and Sinus / Cold Remedies - Adult  
Cold and Sinus / Cold Remedies - Children  
Cold and Sinus / Cough Drops  
Cold and Sinus / Cough Syrups and Tablets  
Cold and Sinus / Nasal Product Internal  
Cold and Sinus / Sinus Remedies

Cold and Sinus / Vaporizing Products  
Cold Cough Flu Insights  
Cold Medicine Purchaser  
COLOMBIA / Activation Segment / Diet (EN), Dieta (ES), Dieta (PT)  
COLOMBIA / Activation Segment / Healthy eating (EN), Alimentacion saludable (ES), Alimentacao saudavel (PT)  
COLOMBIA / Interest / Health (EN), Salud (ES), Saude (PT)  
COLOMBIA / Life Style / Fitness and Wellness (EN), Deportista (ES), Esportista (PT)  
COLOMBIA / Microsegment / Supervisors (EN), Supervisoros (ES), Supervisoros (PT)  
Common Cold Nighttime Relief Seekers  
Common Cold Relief Seekers  
Computers & Electronics / Cell/Smartphones/Tablets / Uses Health & Fitness Apps on Smartphone  
Conditions and Treatments / Eczema  
Consumer / CPG / Food / Dieters (Web)  
Consumer / CPG / Food / Healthy Eaters (Web)  
Consumer / CPG / Food / Nutrition Conscious Eaters (Web)  
Consumer / Financial Services / Insurance / Health Insurance Researchers (Web)  
Consumer / General Consumer / Women's Fitness Enthusiasts (Web)  
Consumer / Health & Wellness / Paleo & Keto Diet Enthusiasts (Mobile)  
Consumer / Healthcare  
Consumer / Healthcare / Adult Acne Sufferers - Extreme Confidence (Mobile)  
Consumer / Healthcare / Adult Acne Sufferers (Web)  
Consumer / Healthcare / Cardio Health Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Cold and Flu Prevention Researchers (Web)  
Consumer / Healthcare / Drug Store Shoppers (Mobile)  
Consumer / Healthcare / Drug Store Shoppers (Web)  
Consumer / Healthcare / Eye Health Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Eyeglasses & Contact Lens Buyers - Extreme Confidence (Web)  
Consumer / Healthcare / Eyeglasses Shoppers - Extreme Confidence (Web)  
Consumer / Healthcare / First Aid Researchers (Web)  
Consumer / Healthcare / Food Allergies Researchers (Web)  
Consumer / Healthcare / Gastroenterology Journal Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Headache and Migraine Sufferers (Web)



Consumer / Healthcare / Healthcare Discount Shoppers (Web)  
Consumer / Healthcare / Heart Health Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Home Healthcare Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Internal Medicine Journal Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Joint Pain Sufferers (Web)  
Consumer / Healthcare / Medical Advice Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Medicare Price Shoppers - Extreme Confidence (Web)  
Consumer / Healthcare / Medicare Provider Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Medicare Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Men's Health Researchers (Web)  
Consumer / Healthcare / Natural and Holistic Health Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Online Health Researchers (Web)  
Consumer / Healthcare / Orthodontics Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Pain Management Researchers (Web)  
Consumer / Healthcare / Pain Medication Users (Web)  
Consumer / Healthcare / Pediatric Provider Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Pharma  
Consumer / Healthcare / Pharma / Back Pain Sufferers (Web)  
Consumer / Healthcare / Pharma / Cholesterol Researchers (Web)  
Consumer / Healthcare / Pharma / Gastrointestinal Researchers (Web)  
Consumer / Healthcare / Pharma / Heartburn Sufferers (Web)  
Consumer / Healthcare / Pharma / Pharmacy Shoppers - Extreme Confidence (Web)  
Consumer / Healthcare / Pharma / Sinus Researchers (Web)  
Consumer / Healthcare / Pregnancy Resources Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Sleep Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Vitamin Shoppers (Web)  
Consumer / Healthcare / Weight Loss Researchers - Extreme Confidence (Web)  
Consumer / Healthcare / Women's Health Researchers (Web)

Consumer / Media / Exercise and Gym Researchers (Web)  
Consumer / Media / Mens Fitness Publication Readers (Web)  
Consumer > Healthcare > Cold and Flu Prevention Researchers (Web)  
Consumer > Healthcare > Pharma > Pharmacy (Mobile)  
Consumer > Healthcare > Pharma > Pharmacy (Web)  
Consumer > Healthcare > Pharma > Pharmacy Shoppers (Mobile)  
Consumer > Healthcare > Pharma > Pharmacy Shoppers (Web)  
Consumer Journey / In-Market / Children Stores Retailers / Baby Nursing Gear Shoppers  
Consumer Journey / In-Market / Clothing and Accessories Retailers / Health and Beauty Shoppers  
Consumer Journey / In-Market / Sports and Healthy Living / Fitness Buffs  
Consumer Journey / In-Market / Sports and Healthy Living / Nature Lovers  
Consumer Journey / In-Market / Sports and Healthy Living / Sports Equipment and Outdoor Gear Shoppers  
Consumer Journey / In-Market / Sports and Healthy Living / Vitamins and Nutrition Shoppers  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Eating Styles / Healthy  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Eye Care  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Feminine Care  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Oral Care  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Skin Care  
Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins  
Consumer Targets / Custom Characteristics / Behaviors / Web and Email / Consumer Response Categories / Health and Beauty

Consumer Targets / Custom Characteristics / Premium Interest / Household / Health and Fitness  
Consumer Targets / Custom Characteristics / Premium Interest / Household / Health and Fitness / Fitness and Exercise  
Consumer Targets / Custom Characteristics / Premium Interest / Household / Health and Fitness / Health and Wellness  
Consumer Targets / Interests / Cooking, Food and Beverage / Health and Nutrition  
Consumer Targets / Interests / Health, Beauty and Personal Care  
Consumer Targets / Interests / Health, Beauty and Personal Care / Face and Body Care  
Consumer Targets / Interests / Health, Beauty and Personal Care / Hair Care  
Consumer Targets / Interests / Health, Beauty and Personal Care / Health and Fitness  
Consumer Targets / Interests / Lifestyles / Healthy Living  
Consumer Typology / (Lifestyle of Health and Sustainability)  
Cool3C / Lifestyle / Media / Health  
Cough and Cold OTC  
Cough and Cold Prescriptions  
Cough and Cold Symptoms  
Cough Cold  
Cough Cold OTC Purchasers  
Cough Drop Information Seekers  
CoughColdFlu  
CPC Global / Intent / Health and personal care  
CPC Global / Interest / Health and Personal Care  
CPC Global / Interest / Health and Personal Care / Fitness  
CPC Global / Interest / Health and Personal Care / Men's Health  
CPC Global / Interest / Health and Personal Care / Pharma Products  
CPC Global / Interest / Health and Personal Care / Wellness  
CPC Global / Interest / Health and Personal Care / Women's Health  
CPC Global / Interest / Healthy Living  
CPC Global / Interest / Healthy Living / Fitness  
CPC Global / Interest / Healthy Living / Nutrition and Diets  
CPC Global / US Hispanics / Intent / Health and personal care  
CPC Global / US Hispanics / Interest / Health and personal care  
CPC Global / US Hispanics / Interest / Health and personal care / Fitness

CPC Global / US Hispanics / Interest / Health and personal care / Wellness  
CPC Global / US Hispanics / Interest / Healthy Living  
CPC Global / US Hispanics / Interest / Healthy Living / Fitness  
CPC Global / US Hispanics / Interest / Healthy Living / Nutrition and Diets  
CPG / Brands / Frozen Food Buyers / Frozen Entrees / Healthy Choice  
CPG / Brands / Health & Beauty Buyers  
CPG / Brands / Health & Beauty Buyers / Aveeno  
CPG / Brands / Health & Beauty Buyers / Axe  
CPG / Brands / Health & Beauty Buyers / Cough & Cold Relief  
CPG / Brands / Health & Beauty Buyers / Cough & Cold Relief / Halls  
CPG / Brands / Health & Beauty Buyers / Cough & Cold Relief / Mucinex  
CPG / Brands / Health & Beauty Buyers / Cough & Cold Relief / Vicks  
CPG / Brands / Health & Beauty Buyers / Degree  
CPG / Brands / Health & Beauty Buyers / Dove  
CPG / Brands / Health & Beauty Buyers / Dove Men  
CPG / Brands / Health & Beauty Buyers / Neutrogena  
CPG / Brands / Health & Beauty Buyers / Old Spice  
CPG / Brands / Health & Beauty Buyers / Pain Relief  
CPG / Brands / Health & Beauty Buyers / Pain Relief / Advil  
CPG / Brands / Health & Beauty Buyers / Pain Relief / Aleve  
CPG / Brands / Health & Beauty Buyers / Pain Relief / Bayer  
CPG / Brands / Health & Beauty Buyers / Pain Relief / Tylenol  
CPG / Brands / Health & Beauty Buyers / St Ives  
CPG / Brands / Health & Beauty Buyers / Suave  
CPG / Brands / Health & Beauty Buyers / Suave Men  
CPG / Brands / Health & Beauty Buyers / Vitamins  
CPG / Brands / Health & Beauty Buyers / Vitamins / Nature Made  
CPG / Brands / Health & Beauty Buyers / Vitamins / Nature's Bounty  
CPG / BuyStyles / Fresh & Healthy  
CPG / BuyStyles / Weight Conscious  
CPG / Categories / Health & Beauty Buyers  
CPG / Categories / Health & Beauty Buyers / Allergy Relief  
CPG / Categories / Health & Beauty Buyers / Cough & Cold Relief  
CPG / Categories / Health & Beauty Buyers / Eye Care  
CPG / Categories / Health & Beauty Buyers / Feminine Care

CPG / Categories / Health & Beauty Buyers / First Aid  
CPG / Categories / Health & Beauty Buyers /  
Gastrointestinal  
CPG / Categories / Health & Beauty Buyers / Haircare  
CPG / Categories / Health & Beauty Buyers / Oral  
Care  
CPG / Categories / Health & Beauty Buyers / Pain  
Relief  
CPG / Categories / Health & Beauty Buyers / Skin  
Care  
CPG / Categories / Health & Beauty Buyers / Sun  
Care  
CPG / Categories / Health & Beauty Buyers /  
Vitamins  
CPG / Categories / Health Food Buyers  
CPG / Categories / Health Food Buyers / Diet Foods  
CPG / Categories / Health Food Buyers / Fresh  
Produce  
CPG / Categories / Health Food Buyers / Low-Fat  
Foods  
CPG / Categories / Health Food Buyers / Natural &  
Organics  
CPG / Health & Beauty Buyers  
CPG / Health & Beauty Buyers / Dental Products  
CPG / Health & Beauty Buyers / Hair Care  
CPG / Purchase Transactions / Oral Care / Oral Care  
Benefits / Healthy Gums  
CPG and FMCG / Interest / Diet  
CPG and FMCG / Interest / Diet / Healthy Eating  
CPG and FMCG / Interest / Diet / Vegetarians and  
Vegans  
Cuidado del cabello  
Current Customer / Health and Beauty / Nivea  
Current Customer / Healthcare and Pharma / Tolak  
Angin  
Custom Good Apple / Back Pain  
DE: Interest > Fitness  
DE: Interest > Health  
DE: Interest > Wellness  
Demographic / Charitable Donors / Health Causes  
Demographic / Employment / Health, Medical and  
Pharmaceutical  
Demographic / Employment / Health, Medical and  
Pharmaceutical / Pharmacist  
Demographic / Lifestage / Family Planning  
Demographic / Lifestyle / Finance / Insurance /  
Health  
Demographics / Female Aged 50 to 64  
Demographics / Female Aged 65 or Older  
Demographics / User Hobbies & Interests /  
Charitable Donor / Health  
Demographics / work experience /  
medical\_welfare\_childcare

Demographics & Segmentation / Generations -  
Trailing Boomers / Generations - Trailing Boomers:  
Healthy, Wealthy, & Urbanized  
Denmark / Diet & Fitness / Diet & Weight Loss  
Denmark / Diet & Fitness / Exercise  
Denmark / Health / Health and Fitness  
Denmark / Health / Organic foods  
Dental Care Insights  
Dental Work  
Device Data / App install(AOS) / Health&Fitness /  
Diet  
Device Data / App install(AOS) / Health&Fitness /  
Health Care  
Device Data / App install(AOS) / Health&Fitness /  
Running  
Diet  
Diet  
Diet and Exercise / Take a supplement for Bone  
Health  
Diet and nutrition > Engaged  
Diet and nutrition > Highly Interested  
Diet and nutrition > Intender  
Diet and nutrition > Interested  
Diet Products  
Diet/Weight Loss Interests  
Dieting / Weight Loss  
Digestive Health  
Digestive Health Purchaser  
Digestive Well Being Information Seekers  
Dining / Healthy Food Frequent Diners  
DK: Intent - Fitness & Health  
DK: Interest - Fitness & Health  
Donor / Health Causes -- Co-op Sourced  
Drug  
Drug Stores / CVS Pharmacy  
Dry Eye  
Dry Eye\_  
DZ / Geo-Behavioural / Health and Beauty / Female  
Hair and Beauty Customers  
DZ / Geo-Behavioural / Healthcare / Pharmacy  
Shoppers  
DZ / Geo-Behavioural / Healthcare / Visits  
Healthcare Facilities  
Eat Diet Foods (Power Reach)  
Eat Diet Foods (Super Target)  
Eczema  
Eczema Treatment  
EG / Geo-Behavioural / Health and Beauty / Female  
Hair and Beauty Customers  
EG / Geo-Behavioural / Healthcare / Pharmacy  
Shoppers  
EG / Geo-Behavioural / Healthcare / Visits  
Healthcare Facilities

EMEA / Denmark / Diet & Fitness / Diet & Weight Loss  
EMEA / Denmark / Diet & Fitness / Exercise  
EMEA / Denmark / Finance / Health Insurance  
EMEA / Finland / Exercise & Fitness  
EMEA / France / Exercise & Fitness  
EMEA / France / Exercise & Fitness / Diet & Weight Loss  
EMEA / France / Exercise & Fitness / Exercise  
EMEA / Germany / Diet & Weight Loss  
EMEA / Germany / Diet & Weight Loss / Exercise  
EMEA / Germany / Diet & Weight Loss / Healthy Food  
EMEA / Norway / Diet & Fitness / Diet & Weight Loss  
EMEA / Norway / Diet & Fitness / Exercise  
EMEA / Norway / Finance / Insurance / Health Insurance  
EMEA / Spain / Exercise & Fitness  
EMEA / Sweden / Diet & Fitness / Diet & Weight Loss  
EMEA / Sweden / Diet & Fitness / Exercise  
EMEA / UK / Exercise & Fitness  
EMEA / UK / Exercise & Fitness / Diet & Weight Loss  
EMEA / UK / Exercise & Fitness / Spring Weather  
EMEA / UK / Food & Drink / Food Category / Healthy Food  
Employee / Healthcare Workers  
Employee / Healthcare\_Workers  
Entertainment / Books / Books Genre  
Purchased:Health/ Fitness in the Last 12 Months  
Entertainment / Sports and Recreation / Weightlifting  
Enthusiast / Health and Diet / Men's health  
Enthusiast / Health and Diet / Women's health  
Enthusiast / Men's health  
Enthusiast / Women's health  
Enthusiast- Precise / Sports and Healthy Living- Precise / Golf Enthusiast- Precise  
Enthusiast- Precise / Sports and Healthy Living- Precise / Health Enthusiast- Precise  
Enthusiast- Precise / Sports and Healthy Living- Precise / Outdoor Enthusiast- Precise  
Enthusiast- Precise / Sports and Healthy Living- Precise / Sports Enthusiast- Precise  
Enthusiast- Precise / Sports and Healthy Living- Precise / Visitors to NBA Arenas- Precise  
Enthusiast- Precise / Sports and Healthy Living- Precise / Visitors to University Arenas NCAA- Precise  
Essential Diet Nutrition  
Essential OTC Personal Care Pharmacy  
Essential OTC Vitamins  
Europe / France / Dieting and Weight Loss  
Europe / France / Weightlifting  
Europe / Germany / Dieting and Weight Loss

Europe / Germany / Weightlifting  
Europe / Italy / Dieting and Weight Loss  
Europe / Italy / Weightlifting  
Europe / RU Health  
Europe / RU Health / Health Topics  
Europe / RU Health / Health Topics / Allergy  
Europe / RU Health / Health Topics / Women's Health  
Europe / RU Sports and Recreation / Supporters of A Healthy Lifestyle  
Europe / SE / Interested in: Exercise  
Europe / SE / Interested in: Wellness  
Europe / Spain / Dieting and Weight Loss  
Europe / Spain / Weightlifting  
Europe / TR / Intent / Shopping / Health and Beauty  
Europe / TR / Interest / Family / Healthy Living  
Europe / TR / Interest / Women's Interests / Diet and Fitness  
Europe / UK / Holidays Favourite Types / Activities / sport (e.g. Walking and Hiking, Cycling, Health and Fitness Etc.)  
Europe / UK / Holidays Favourite Types / Spa Holiday / health Spa Holiday  
Europe / UK / Likely to spend on Health and Beauty  
Europe / UK / Likely to spend on Health care  
Europe / UK / Media / Magazine Types Read / Health / Fitness  
Europe / UK / Personas / Health and Wellbeing Enthusiast Persona  
Europe / UK / Personas / Sports and Fitness Buyer Persona  
Europe / UK / Purchase Category / Reach / Healthy Food Buyers  
Europe / UK / Food Interest / Healthy Food  
Europe / UK / Insurance / Have Private Health Insurance  
Europe / UK / Personas / Health and Beauty Buyer Persona  
Europe / UK Insurance / Private Medical Insurance  
Europe / UK/ Interests / Health and Fitness  
Europe / United Kingdom / Dieting and Weight Loss  
Europe / United Kingdom / Weightlifting  
Events Attended / Health/wellness/fitness past year (Scarborough)  
Everybuyer / Food & Beverage / Healthy  
Everybuyer / Food and Beverage / Healthy  
Everybuyer / Sports / Health Generation  
Exercise / Health Grouping  
Exercise or Active Sports  
Exposure to Advertisements / Advil Pain Reliever  
Exposure to Advertisements / Advil Pain Reliever / All Viewers

Exposure to Advertisements / Advil Pain Reliever / Heavy Viewers  
Exposure to Advertisements / Aleve Pain Reliever  
Exposure to Advertisements / Aleve Pain Reliever / All Viewers  
Exposure to Advertisements / Aleve Pain Reliever / Heavy Viewers  
Exposure to Advertisements / Aleve PM Pain Reliever  
Exposure to Advertisements / Aleve PM Pain Reliever / All Viewers  
Exposure to Advertisements / Aleve PM Pain Reliever / Heavy Viewers  
Exposure to Advertisements / Bayer One a Day Vitamins  
Exposure to Advertisements / Bayer One a Day Vitamins / All Viewers  
Exposure to Advertisements / Bayer One a Day Vitamins / Heavy Viewers  
Exposure to Advertisements / Cancer Treatment Centers of America  
Exposure to Advertisements / Cancer Treatment Centers of America / All Viewers  
Exposure to Advertisements / Cancer Treatment Centers of America / Heavy Viewers  
Exposure to Advertisements / Centrum MultiGummies Vitamins  
Exposure to Advertisements / Centrum MultiGummies Vitamins / All Viewers  
Exposure to Advertisements / Centrum MultiGummies Vitamins / Heavy Viewers  
Exposure to Advertisements / CVS Pharmacy Drug Store  
Exposure to Advertisements / CVS Pharmacy Drug Store / All Viewers  
Exposure to Advertisements / CVS Pharmacy Drug Store / Heavy Viewers  
Exposure to Advertisements / Health Hotline  
Exposure to Advertisements / Health Hotline / All Viewers  
Exposure to Advertisements / Health Hotline / Heavy Viewers  
Exposure to Advertisements / Medicare Health Reform Helpline Referral Services  
Exposure to Advertisements / Medicare Health Reform Helpline Referral Services / All Viewers  
Exposure to Advertisements / Medicare Health Reform Helpline Referral Services / Heavy Viewers  
Exposure to Advertisements / Nutrisystem Fast 5+ Weight Loss  
Exposure to Advertisements / Nutrisystem Fast 5+ Weight Loss / All Viewers

Exposure to Advertisements / Nutrisystem Fast 5+ Weight Loss / Heavy Viewers  
Exposure to Advertisements / U.S. Department of Health and Human Services  
Exposure to Advertisements / U.S. Department of Health and Human Services / All Viewers  
Exposure to Advertisements / U.S. Department of Health and Human Services / Heavy Viewers  
Exposure to Advertisements / United Healthcare  
Exposure to Advertisements / United Healthcare / All Viewers  
Exposure to Advertisements / United Healthcare / Heavy Viewers  
Exposure to Advertisements / UnitedHealth Group  
Exposure to Advertisements / UnitedHealth Group / All Viewers  
Exposure to Advertisements / UnitedHealth Group / Heavy Viewers  
Eye and Contact Lens Care Product  
Eye and Contact Lens Care Product / Contact Lens Solution  
Families custom / Diario Feminino / Interes en Dieta Fem Care Consumers  
Female Hair Removal Information Seekers  
FI: Interest - Fitness & Health  
Finance / Financial Services Customers / Insurance Customers / Health Insurance  
Finance / Insurance / Health Insurance  
Finance / Insurance / Kaiser Permanente Health Care  
Finance / Insurance / Own Private Health Insurance  
Finance / Insurance / Policy Holder / Private Health Insurance  
Finance / Insurance / Policy Intender / Switcher / Health Insurance  
Finance / Insurance / Private Health Insurance  
Finance / Intent / Insurance / Health  
Finance / Interest / Insurance / Health  
Finance / Interest / Insurance / Health Insurance  
Financial / Contributions to Organizations / Contributed to Healthcare/Medical past year  
Financial / Contributions to Organizations / Contributed to Social Care/Welfare past year  
Financial / Health Insurance  
Financial / Health Insurance / Aetna  
Financial / Health Insurance / Blue Cross/Blue Shield  
Financial / Health Insurance / BlueCross and/or BlueShield  
Financial / Health Insurance / Cares about amount of co-pays when planning  
Financial / Health Insurance / Cares about amount of out-of-pocket limit  
Financial / Health Insurance / Cares about annual deductible

Financial / Health Insurance / Cares about coverage of prescription drugs  
Financial / Health Insurance / Cares about hospitalization coverage  
Financial / Health Insurance / Cares about monthly premium  
Financial / Health Insurance / Cares about network type  
Financial / Health Insurance / Cares about preventative care/wellness coverage  
Financial / Health Insurance / Cigna-HealthSpring  
Financial / Health Insurance / Humana  
Financial / Health Insurance / Kaiser Foundation HealthPlan/Kaiser Permanente HH  
Financial / Health Insurance / Kaiser Permanente  
Financial / Health Insurance / UnitedHealthcare  
Financial / Insurance / Has Health Insurance (VDNA)  
Financial / Insurance / Health  
Financial / Insurance / Interested in Health Insurance  
Financial Services / Insurance / In-Market / Health Insurance  
Financial Services / Insurance / Interest (Affinity) / Health Insurance  
Financial Services / Insurance / Policy Holders / Health Insurance  
Financial Services > Insurance > Health Insurance Researchers (Mobile)  
Financial Services > Insurance > Health Insurance Researchers (Web)  
Finland / Exercise & Fitness  
First Aid  
First Aid / Adhesive Bandages  
First Aid / Adhesive Bandages - Liquid  
First Aid / Adhesive Tape  
First Aid / Cotton - Swabs and Balls and Rolls  
First Aid / First Aid - Gauze - Rolls  
First Aid / First Aid - Hydrocortisones  
First Aid / First Aid - Ice And Heat Pack  
First Aid / First Aid - Thermometers  
First Aid / First Aid - Treatments  
First Aid / First Aid and Poison Kits  
First Aid / Germicidal Antiseptics  
First Aid / Medical Wrap And Brace  
First Aid / Medicated Products  
Fitness  
Fitness & Workouts  
Fitness Vertical Visitors  
Food & Beverage / Attitudinal / Health Conscious Eaters  
Food & Beverage / Dietary Needs & Preferences  
Food & Beverage / Dietary Needs & Preferences / Gluten Free

Food & Beverage / Dietary Needs & Preferences / Low GI  
Food & Beverage / Dietary Needs & Preferences / Low Sugar/Sugar Free  
Food & Beverage / Dietary Needs & Preferences / No Artificial Preservatives/Flavours  
Food & Beverage / Dietary Needs & Preferences / No/Low Carb  
Food & Beverage / Dietary Preferences  
Food & Beverage / Dietary Preferences / Gluten Free  
Food & Beverage / Dietary Preferences / Halal  
Food & Beverage / Dietary Preferences / Ketogenic  
Food & Beverage / Dietary Preferences / Kosher  
Food & Beverage / Dietary Preferences / Low-Carb  
Food & Beverage / Dietary Preferences / Low-Fat  
Food & Beverage / Dietary Preferences / Macrobiotic  
Food & Beverage / Dietary Preferences / Pescatarian  
Food & Beverage / Dietary Preferences / Vegan  
Food & Beverage / Dietary Preferences / Vegetarian  
Food & Beverage / Dietary Supplements  
Food & Beverage / Dining / Healthy Dining  
Food & Beverage / Health Foods  
Food & Beverage / Vitamins  
Food & Dining / Health and Diet Foods  
Food & Drink / Cooking & Recipes / Healthy Eating  
Food & Drink / Food / Healthy Food  
Food & Health / Alternatives  
Food & Health / Blase about Edibles Eaters  
Food & Health / Brand-Name Traditionalists  
Food & Health / Convenience Over Health Eaters  
Food & Health / Cooking-Up an Image  
Food & Health / Fitness Diet  
Food & Health / Food-to-Go  
Food & Health / Generic Traditionalists  
Food & Health / Health Condition Diet  
Food & Health / Heedful of Wellness Eaters  
Food & Health / Home Cooking Virtuosos  
Food & Health / No Diet  
Food & Health / Semi-Vegetarian Lifestyle  
Food & Health / Vegetarian Lifestyle  
Food & Health / Weight Loss Diet  
Food and Beverage / Frozen Entrees Category / Healthy Choice Brands  
Food and Beverage / Frozen Entrees Category / Healthy Choice Brands / Healthy Choice  
Food and Beverage / Frozen Entrees Category / Weight Watchers Brands  
Food and Beverage / Frozen Entrees Category / Weight Watchers Brands / Weight Watchers Smart Ones  
Food and Beverage / Novelty Category / Weight Watchers Brands  
Food and Beverage / Nutritional Category

Food and Beverage / Nutritional Category / Ensure Brands  
Food and Drink / Food Allergies  
Food and Drink / Health/Low-fat cooking  
Food Attitudes / My diet is mainly vegetarian  
Foot Care  
Foot Care / Foot Accessories and Comforts Products  
Foot Care / Foot Preparations  
France (FR) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Eating Styles / Healthy  
France (FR) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
France (FR) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Gyms  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Running and Jogging  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Walking  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss  
France (FR) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition  
France (FR) / Lifestyles / Enthusiasts / Healthy Living  
France (FR) / Retail / In-Market / Health and Fitness  
France (FR) / Retail / In-Market / Health and Fitness / Fitness  
France (FR) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
France (FR) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
France / Behavioral - Lifestyle and Lifestage / Gym and Fitness Lifestyle  
France / Behavioral - Retail / Health Food Shoppers  
France / CPG / Beauty: Willing to spend on beauty / health products  
France / CPG / Healthy Eater  
France / CPG / Strong Interest in Healthy Products  
France / Exercise & Fitness  
France / Exercise & Fitness / Diet & Weight Loss  
France / Exercise & Fitness / Exercise

France / Finance-Insurance / Employer health insurance  
France / Finance-Insurance / Private health insurance  
France / Health & fitness / Diet and Weight Loss  
France / Health & Fitness / Exercise Enthusiasts  
France / Interest / Fitness & Health / Workouts  
France / Interest / Health & Fitness  
France / Interest / Health & Fitness (Mweb)  
France / Interest / Health & Fitness Buffs (App Usage)  
France / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
France / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
France / Interests / Healthy Living / Health and Fitness Enthusiasts  
France / Interests / Healthy Living / Health and Fitness Enthusiasts  
France / Interests / Healthy Living / Organic & Eco Conscious  
France / Interests / Healthy Living / Organic & Eco Conscious  
France / Interests / Sports / Fitness Fanatics  
France / Interests / Sports / Fitness Fanatics  
France / Retail / Consumers of Health goods  
France / Retail / Ecommerce / Traditional goods/household linen/clothes/health/beauty Functional Area / Medical and Health Services Functional Area / Medical and Health Services / Dental  
Functional Area / Medical and Health Services / Nurse  
Functional Area / Medical and Health Services / Pharmacists  
Gastrointestinal  
Gastrointestinal / Antacids  
General / Intent / Health and personal care  
General / Interest / Health and Personal Care  
General / Interest / Health and Personal Care / Fitness  
General / Interest / Health and Personal Care / Men's Health  
General / Interest / Health and Personal Care / Pharma Products  
General / Interest / Health and Personal Care / Wellness  
General / Interest / Health and Personal Care / Women's Health  
General / Interest / Healthy Living  
General / Interest / Healthy Living / Fitness  
General / Interest / Healthy Living / Nutrition and Diets

General / US Hispanics / Intent / Health and personal care  
General / US Hispanics / Interest / Health and personal care  
General / US Hispanics / Interest / Health and personal care / Fitness  
General / US Hispanics / Interest / Health and personal care / Wellness  
General / US Hispanics / Interest / Healthy Living  
General / US Hispanics / Interest / Healthy Living / Fitness  
General / US Hispanics / Interest / Healthy Living / Nutrition and Diets  
General Health and Beauty  
General Interests / Health and Medicine  
General Interests / Magazine Types Read / Health / fitness  
General Merchandise / Electrical / Fitness Monitors  
Germ Blasters  
Germany / Books & Magazines / Health  
Germany / Food & Drink / Healthy eater  
Germany / Living healthy / Health-conscious  
Germany / Living healthy / Wellness lovers  
Germany / Sports & Fitness / Sports enthusiast  
Germany (DE) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Eating Styles / Healthy  
Germany (DE) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
Germany (DE) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Germany (DE) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Gyms  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Running and Jogging  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Walking  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss  
Germany (DE) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition

Germany (DE) / Lifestyles / Enthusiasts / Healthy Living  
Germany (DE) / Retail / In-Market / Health and Fitness  
Germany (DE) / Retail / In-Market / Health and Fitness / Fitness  
Germany (DE) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
Germany (DE) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
Germany / B2C / Insurance / Additional Private Health Insurance  
Germany / B2C / Insurance / Additional Private Health Insurance  
Germany / B2C / Insurance / Private Health Insurance  
Germany / B2C / PremiumConsumers / Gesundheit-/Krankheitsthemen,Krankheit,Gesundheit/PremiumS icknessandHealth  
Germany / B2C / PremiumConsumers / Gesundheit/Health  
Germany / Beauty & Personal Care / Fitness / Bodybuilding  
Germany / Beauty & Personal Care / Fitness / General  
Germany / Beauty & Personal Care / Fitness / Yoga & Pilates  
Germany / Behavioral - Lifestyle and Lifestage / Gym and Fitness Lifestyle  
Germany / Behavioral - Retail / Health Food Shoppers  
Germany / Books & Magazines / Health  
Germany / Consuming & Lifestyle / Health Care  
Germany / Consuming & Lifestyle / Health Care / 01: OTC (non-prescription medicine) buyer  
Germany / Consuming & Lifestyle / Health Care / 02: Pharmacy Customers  
Germany / Consuming & Lifestyle / Health Care / 03: Online Pharmacy Customers  
Germany / Consuming & Lifestyle / Health Care / 04: Health-Conscious Dieters  
Germany / Consuming & Lifestyle / Health Care / 05: Fitness Enthusiast  
Germany / Consuming & Lifestyle / Health Care / 06: Homeopathy Disciples  
Germany / Consuming & Lifestyle / Health Care / 07: Wellness Lovers  
Germany / Consuming & Lifestyle / Health Care / 08: Vitamin Supplement Buyers  
Germany / Consuming & Lifestyle / Health Care / 09: Healthy Nutrition  
Germany / Consuming & Lifestyle / Health Care / 10: Health products



Germany / Consuming & Lifestyle / Interests & Hobbies / 11: Likes health & fitness  
Germany / Consuming & Lifestyle / Shopping / FMCG or CPG / 23: Health & Fitness Products  
Germany / Consuming & Lifestyle / Shopping / Retail / 14: Sport & Fitness  
Germany / Diet & Weight Loss  
Germany / Diet & Weight Loss / Exercise  
Germany / Diet & Weight Loss / Healthy Food  
Germany / Finance / Insurance / 04: Private health insurance ("PKV")  
Germany / Finance / Insurance / 05: Private supplementary health insurance  
Germany / Finance / Insurance / 06: Statutory health insurance  
Germany / Food & Drink / Food Allergies  
Germany / Food & Drink / Health/LowFat Cooking  
Germany / Food & Drink / Healthy eater  
Germany / food and drinks / food and drinks: diet and weight loss  
Germany / Health / Allergies  
Germany / Health / Cold & Flu  
Germany / Health / Dental Care  
Germany / Health / Exercise  
Germany / Health / General  
Germany / Health / Nutrition  
Germany / Health / Weight Loss  
Germany / healthy living / healthy living:  
Germany / healthy living / healthy living: green avantgarde  
Germany / healthy living / healthy living: healthy eating  
Germany / healthy living / healthy living: meditation and spirituality  
Germany / healthy living / healthy living: mobile & active  
Germany / Insurance / Health  
Germany / Interest / Fitness & Health / Workouts  
Germany / Interest / Fitness Fanatics  
Germany / Interest / health  
Germany / Interest / Health & Fitness  
Germany / Interest / Health & Fitness (App Usage)  
Germany / Interest / Health & Fitness / Men's Hair Care  
Germany / Interest / Health & Fitness / Yoga, Relax & Meditation  
Germany / Interest / health and wellness  
Germany / interest / interest: Health  
Germany / interest / interest: sports and fitness  
Germany / interest / interest: Wellness  
Germany / Interest / Sport & Fitness  
Germany / Interest / sports and fitness  
Germany / Interests / Dental Care

Germany / Interests / Fitness  
Germany / Interests / Health & Fitness  
Germany / Interests / Health Insurance  
Germany / Interests / Health Lifestyle  
Germany / Interests / Health/LowFat Cooking  
Germany / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
Germany / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
Germany / Interests / Healthy Living / Health and Fitness Enthusiasts  
Germany / Interests / Healthy Living / Health and Fitness Enthusiasts  
Germany / Interests / Healthy Living / Organic & Eco Conscious  
Germany / Interests / Healthy Living / Organic & Eco Conscious  
Germany / Interests / Sports / Fitness Fanatics  
Germany / Interests / Sports / Fitness Fanatics  
Germany / Interests / Weight Loss  
Germany / Living healthy / Health-conscious  
Germany / Living healthy / Wellness lovers  
Germany / medical health / medical health: general  
Germany / Mobile Data / Fitness Studio Visitors  
Germany / Mobile Data / Wellness Holidaymakers  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Budnikowsky  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Budnikowsky  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Dm  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Dm  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Docmorris  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Docmorris  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Douglas  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Douglas  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / MÃ¼ller  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / MÃ¼ller  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Pharmacy  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Pharmacy  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Rossmann  
Germany / Place Visits / Healthcare / Pharmacies & Drug Stores / Rossmann

Germany / psychographics / Lifestyle of Health and Sustainability  
Germany / Retail / Pharmacy Patrons  
Germany / Retail / Pharmacy Patrons  
Germany / Retail / Transactional Activity / Dietary supplements / transactions in the last two years  
Germany / Retail / Transactional Activity / Dietary supplements / transactions in the last two years  
Germany / Retail / Transactional Activity / Dietary supplements / transactions in the last year  
Germany / Retail / Transactional Activity / Dietary supplements / transactions in the last year  
Germany / Retail / Transactional Activity / Dietary supplements / transactions older than 2 years  
Germany / Retail / Transactional Activity / Dietary supplements / transactions older than 2 years  
Germany / Retail / Transactional Activity / Dietary supplements / without transactions  
Germany / Retail / Transactional Activity / Dietary supplements / without transactions  
Germany / Sports / Fitness  
Germany / sports / sports: fitness  
Germany / Sports & Fitness / Sports enthusiast  
Global / Interests / Lifestyle / Health and Sports  
Global / Black Friday / In-Market / Category / Beauty and Health  
Global / Black Friday / In-Market / Category / Fitness  
Global / Black Friday / In-Market / Store / CVS Pharmacy  
Global / Black Friday / In-Market / Store / Fred's Pharmacy  
Global / Commerce Clickers by / In-Market / Category / Exercise and Fitness  
Global / Commerce Clickers by / In-Market / Category / Fitness Trackers  
Global / Intent / Financial Intent / Insurance / Health  
Global / Intent / Services / Restaurants / Health and Vegan  
Global / Intent / Shopping / CPG / Health and Beauty  
Global / Intent / Shopping / CPG / Health and Beauty / Eye Care  
Global / Intent / Shopping / CPG / Health and Beauty / Hair Care  
Global / Intent / Shopping / CPG / Health and Beauty / Oral Care  
Global / Intent / Shopping / CPG / Health and Beauty / Skin Care  
Global / Interest / TV Ad Exposure / UnitedHealthcare  
Global / Lifestyle and Culture / Wellness and Mindfulness

Global / Sports / Crossfit and Fitness  
GLOBAL / Activation Segment / Diet (EN), Dieta (ES), Dieta (PT)  
GLOBAL / Activation Segment / Healthy eating (EN), Alimentacion saludable (ES), Alimentacao saudavel (PT)  
GLOBAL / Beleza / Interessados em Acne by Minha Vida (PT)  
GLOBAL / Food (EN), Comida (ES), Alimentos (PT) / WOMEN INTERESTED IN NUTRITION - BY PLANETA MAMA (EN), MUJERES INTERESADAS EN NUTRICION Y HABITOS SALUDABLES - POR PLANETA MAMA (ES)  
GLOBAL / Health (EN) / Fitness e Dieta by Abril (PT)  
GLOBAL / Health (EN) / Interessados em Caspas by Abril (PT)  
GLOBAL / Health (EN) / Men interesteds in Health by Vida y Salud (EN), Hombres Interesados en Salud by Vida y Salud (ES), Homens Interessados em Saude by Vida y Salud (PT)  
GLOBAL / Health (EN) / People Interested in Health by Vida y Salud (EN), Gente Interesada en Salud by Vida y Salud (ES), Gente Interessada em Saude by Vida y Salud (PT)  
GLOBAL / Health (EN) / Saude e Bem Estar by Abril (PT)  
GLOBAL / Health (EN) / Welfare by Abril (EN), Bienestar by Abril (ES), Bem-estar by Abril (PT)  
GLOBAL / Health (EN) / Women Interested in Health by Vida y Salud (EN), Mujeres Interesadas en Salud by Vida y Salud (ES), Mulheres Interessadas em Saude by Vida y Salud (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / Bem estar sem neura by VIRGULA (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / Fitness e Dieta by Abril (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / Interesse em Fitness e Dieta by YContent SambaAds (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / Interesse em Saude e Bem Estar by YContent SambaAds (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / Men interesteds in Health by Vida y Salud (EN), Hombres Interesados en Salud by Vida y Salud (ES), Homens Interessados em Saude by Vida y Salud (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / People Interested in Health by Vida y Salud (EN), Gente Interesada en Salud by Vida y Salud (ES), Gente Interessada em Saude by Vida y Salud (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / Saude e Bem Estar by Abril (PT)  
GLOBAL / Health (EN), Salud (ES), Saude (PT) / Women Interested in Health by Vida y Salud (EN),

Mujeres Interesadas en Salud by Vida y Salud (ES),  
Mulheres Interessadas em Saude by Vida y Salud  
(PT)  
GLOBAL / Interest (EN) / Interested in fitness by  
Fulllab (EN), Interesados en fitness by Fulllab (ES),  
Interesados em fitness by Fulllab (PT)  
GLOBAL / Interest (EN) / Interested in health by  
Fulllab (EN), Interesados en salud por Fulllab (ES),  
Interesados em saude by Fulllab (PT)  
GLOBAL / Interest (EN) / Interested in wellness by  
Fulllab (EN), Interesados en el bienestar by Fulllab  
(ES), Interessados em bem estar by Fulllab (PT)  
GLOBAL / Interest / Health (EN), Salud (ES), Saude  
(PT)  
GLOBAL / Life Style (EN) / Women, Health, High  
Standard, Young Adult (EN), Mujeres, Salud, Alto  
Estandar, Adulto Joven (ES), Mulheres, saude, alto  
padrao, Jovem Adulto (PT)  
GLOBAL / Life Style (EN), Estilos de Vida (ES), Life  
Style (PT) / Women, Health, High Standard, Young  
Adult (EN), Mujeres, Salud, Alto Estandar, Adulto  
Joven (ES), Mulheres, saude, alto padrao, Jovem  
Adulto (PT)  
GLOBAL / Life Style / Fitness and Wellness (EN),  
Deportista (ES), Esportista (PT)  
GLOBAL / Life Style / Women, Health, High Standard,  
Young Adult (EN), Mujeres, Salud, Alto Estandar,  
Adulto Joven (ES), Mulheres, saude, alto padrao,  
Jovem Adulto (PT)  
GLOBAL / Microsegment / Supervisors (EN),  
Supervisores (ES), Supervisores (PT)  
GLOBAL / Purchase Intention (EN) / Black Friday  
Fitness by Buscape (PT)  
GLOBAL / Purchase Intention (EN) / Fitness by  
Buscape (PT)  
GLOBAL / Purchase Intention (EN) / Intention to buy  
fitness equipment by Fulllab (EN), Intencion de  
compra en equipos fitness by Fulllab (ES), Intencao  
de compra em equipamentos fitness by Fulllab (PT)  
GLOBAL / Purchase Intention (EN), Intencion de  
compra (ES), Purchase Intention (PT) / Black Friday  
Fitness by Buscape (PT)  
GLOBAL / Purchase Intention (EN), Intencion de  
compra (ES), Purchase Intention (PT) / Fitness by  
Buscape (PT)  
GLOBAL / Purchase Intention / Black Friday Fitness  
by Buscape (PT)  
GLOBAL / Purchase Intention / Fitness by Buscape  
(PT)  
GLOBAL / Retail / Food and Beverage / Health and  
Diet Food  
GLOBAL / Saude / Interessados em Dieta by Minha  
Vida (PT)

GLOBAL / Saude / Interessados em Estresse by  
Minha Vida (PT)  
GLOBAL / Saude / Interessados em Fitness by Minha  
Vida (PT)  
GLOBAL / Saude / Men interesteds in Health by Vida  
y Salud (EN), Hombres Interesados en Salud by Vida  
y Salud (ES), Homens Interessados em Saude by Vida  
y Salud (PT)  
GLOBAL / Saude / People Interested in Health by  
Vida y Salud (EN), Gente Interessada en Salud by Vida  
y Salud (ES), Gente Interessada em Saude by Vida y  
Salud (PT)  
GLOBAL / Saude / People who like their health care  
by Invent (EN), Personas que les Gusta Cuidar su  
Salud by Invent (ES), Pessoas que Gostam de Cuidar  
da sua Saude by Invent (PT)  
GLOBAL / Saude / People who Want to Eat Healthy  
by Invent (EN), Personas que Quieren Comer  
Saludable by Invent (ES), Pessoas que Queren  
Comer Comidas Saudaveis by Invent (PT)  
GLOBAL / Saude / Women Interested in Health by  
Vida y Salud (EN), Mujeres Interesadas en Salud by  
Vida y Salud (ES), Mulheres Interessadas em Saude  
by Vida y Salud (PT)  
GLOBAL / Sports and Recreation / Gyms and Fitness  
Centers  
Gloomies  
Gluten-free diet  
Gluten-free diet Twin  
Grocery / Canned Soup / Canned Soup-Campbell's  
Healthy Request  
Grocery / Canned Soup / Canned Soup-Healthy  
Choice Soup  
Grocery / Frozen Dinner / Frozen Complete Dinner-  
Healthy Choice  
Grocery / Frozen Dinner / Frozen Complete Dinner-  
Weight Watchers Smart Ones  
Head  
Health  
Health / Addiction Services  
Health / Aging & Geriatrics  
Health / Allergies  
Health / Alternative & Natural Medicine  
Health / Alternative & Natural Medicine /  
Acupuncture & Chinese Medicine  
Health / Alternative & Natural Medicine / Cleansing  
& Detoxification  
Health / Arthritis  
Health / Astigmatism  
Health / Atrial Fibrillation (AFib)  
Health / Back Pain  
Health / Chronic Pain  
Health / Contact Lens User

Health / Do Insurance Research via Internet Search  
Health / Dry Eyes  
Health / Eczema  
Health / Exercise at gym / club at least twice a week (MRI)  
Health / Exercise at home at least twice a week (MRI)  
Health / Flu Vaccine  
Health / Former Tobacco User  
Health / Future Plan / Would Consider Aetna  
Health / Future Plan / Would Consider AIG  
Health / Future Plan / Would Consider American Family  
Health / Future Plan / Would Consider BlueCross and/or BlueShield  
Health / Future Plan / Would Consider Cigna-HealthSpring  
Health / Future Plan / Would Consider Coventry  
Health / Future Plan / Would Consider Health Net  
Health / Future Plan / Would Consider Humana  
Health / Future Plan / Would Consider Kaiser  
Health / Future Plan / Would Consider UnitedHealthcare  
Health / Gum Disease  
Health / Has Prescription Plan via Employer  
Health / Has Vision Coverage  
Health / Health Conditions  
Health / Health Conditions / Allergies  
Health / Health Conditions / Cold & Flu  
Health / Health Conditions / Ear Nose & Throat  
Health / Health Foundations & Medical Research  
Health / Health Insurance  
Health / Health Insurance / Medicaid  
Health / Health Insurance / Medicare  
Health / Health Insurance / Private  
Health / Health Insurance / Through Work  
Health / Health Insurance / Uninsured  
Health / High Blood Pressure (Hypertension)  
Health / HMO Medicare Advantage Plan  
Health / Knee Pain  
Health / Medical Devices & Equipment  
Health / Medical Facilities & Services  
Health / Medical Facilities & Services / Hospitals & Treatment Centers  
Health / Medical Facilities & Services / Medical Procedures  
Health / Medical Facilities & Services / Physical Therapy  
Health / Medical Literature & Resources  
Health / Medical Plan Coverage  
Health / Medicare and Medicaid Coverage (Dual Eligibility)  
Health / Men's Health

Health / Migraines  
Health / Numbness & Tingling  
Health / Nursing  
Health / Nutrition  
Health / Nutrition / Special & Restricted Diets  
Health / Nutrition / Vitamins & Supplements  
Health / Oral & Dental Care  
Health / Osteoarthritis  
Health / Osteoarthritis of Knee  
Health / Participate in HMO / Employer Sponsored  
Health / Participate in HMO / Individual Purchase  
Health / Participate in PPO / Employer Sponsored  
Health / Participate in PPO / Individual Purchase  
Health / Pediatrics  
Health / Pharmacy  
Health / Plan Choice Influenced By / Employer  
Health / Plan Choice Influenced By / Friend Family Co-Worker  
Health / Plan Choice Influenced By / Healthcare Provider  
Health / Plan Choice Influenced By / Insurance Agent/Broker  
Health / Plan Choice Influenced By / Insurance Carrier Representative  
Health / Plan Choice Influenced By / Insurance Carrier Website  
Health / Plan Choice Influenced By / Private Insurance Exchange Website  
Health / Plan Choice Influenced By / Public Insurance Exchange Website  
Health / PPO Medicare Advantage Plan  
Health / Private Health Insurance Plan  
Health / Psoriasis  
Health / Psoriatic Arthritis (PsA)  
Health / Public Health  
Health / Public Health / Health Policy  
Health / Regular Tobacco User  
Health / RX Out of Pocket  
Health / Sinusitis  
Health / Skin Rashes  
Health / Smoker  
Health / Smoking Cessation  
Health / Stomach/GI Issues in past three months  
Health / Trouble Sleeping  
Health / Uninsured: No HMO, PPO, POS, or Medicare  
Health / Use Medicaid  
Health / Uses HMO Medical Plan  
Health / Uses POS Medical Plan  
Health / Uses PPO Medical Plan  
Health / Uses Traditional Indemnity Medical Plan  
Health / Vision Care  
Health / Vision Care / Eye Exams & Optometry  
Health / Vision Care / Eyeglasses & Contacts

Health / Vision Care / Laser Vision Correction  
Health / Visited a Free Health Clinic  
Health / Vitamins and Supplements  
Health / Wears Glasses  
Health / Weight Loss  
Health / Women's Health  
Health / Would recommend Medicare Advantage  
Health / Would recommend Private Plan  
Health & Beauty  
Health & Beauty Visitors  
Health & Fitness  
Health & Fitness / Attitudinal  
Health & Fitness / Attitudinal / Natural/Alternative  
Therapy Seekers  
Health & Fitness / Attitudinal / Weight-watcher  
Health & Fitness / Nutrition/Diet  
Health & Fitness / Product Usage  
Health & Fitness / Product Usage / Health Products  
Health & Fitness / Product Usage / Health Products /  
Vitamins tablets/capsules  
Health & Fitness / Product Usage / Medicinal  
Products  
Health & Fitness / Product Usage / Medicinal  
Products / Analgesic/Pain Reliever  
Health & Fitness / Product Usage / Medicinal  
Products / Antihistamines  
Health & Fitness / Product Usage / Medicinal  
Products / Cough & cold tablets/Capsules  
Health & Fitness / Product Usage / Medicinal  
Products / Glasses/Eyewear  
Health & Fitness / Product Usage / Medicinal  
Products / Indigestion tablets/Powders  
Health & Fitness / Product Usage / Medicinal  
Products / Pain relieving creams/rubs  
Health & Fitness / Service Users  
Health & Fitness / Service Users / Gym visitor  
Health & Fitness / Service Users / Personal Training  
Health & Fitness / Smoking  
Health & Fitness / Smoking / Intend to Quit  
Health & Fitness / Smoking / Tried to Quit but Failed  
Health & Fitness / Stadiums and Arenas  
Health & Fitness / Weight Loss & Weight  
Management / Jenny Craig Weight Loss Center  
Health & Fitness / Weight Loss & Weight  
Management / Weight Watchers  
Health & Well Being / Global - Fem Care Consumers  
Health & Well Being / Global - Health & Wellness  
Activists  
Health & Well Being / Global - Standard - Allergy &  
Cold Sufferers  
Health & Well Being / Global - Standard - Dandruff  
Solution Seekers

Health & Well Being / Global - Standard - Germ  
Blasters  
Health & Well Being / Global - Standard - Health &  
Wellness Activists  
Health & Well Being / Global - Standard - Oral Care  
Conscious  
Health & Well Being / Global - Standard - Trim & Fit  
Lifestyles  
Health & Well Being / Global - Standard - Weight &  
Diet Managers  
Health & Wellness Activists  
Health > Engaged  
Health > Highly Interested  
Health > Intender  
Health > Interested  
health and beauty  
Health and Beauty / Eye Care Category  
Health and Beauty / Facial Cleanser And Moisturizer  
Category  
Health and Beauty / Facial Cleanser And Moisturizer  
Category / Olay Brands  
Health and Beauty / Hair Care Accessories Category  
Health and Beauty / Hair Care Accessories Category /  
Goody Brands  
Health and Beauty / Pain Relief Category  
Health and Beauty / Pain Relief Category / Advil  
Brands  
Health and Beauty / Pain Relief Category / Aleve  
Brands  
Health and Beauty / Pain Relief Category / Bayer  
Brands  
health and beauty / personal care  
health and beauty / skincare  
Health and Beauty / Stomach Upper G I Category  
Health and Beauty / Stomach Upper G.I. Category  
Health and Beauty / Stomach Upper G.I. Category /  
Tums Brands  
Health and Beauty / Suntan Products Category  
Health and Beauty / Upper Respiratory Medicine  
Category  
Health and Beauty / Upper Respiratory Medicine  
Category / Halls  
Health and Beauty / Upper Respiratory Medicine  
Category / Tums  
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 Care Products > Engaged

Health and Care Products > Highly Interested  
Health and Care Products > Intender  
Health and Care Products > Interested  
Health and Diet Products  
Health and Diet Products / Multi-Vitamins  
Health and Diet Products / Sweeteners  
Health and Fitness  
Health and Fitness / Allergies  
Health and Fitness / Allergy Sufferers  
Health and Fitness / Alternative Medicine  
Health and Fitness / Arthritis  
Health and Fitness / Athletic Healthy Eaters  
Health and Fitness / Cholesterol  
Health and Fitness / Chronic Pain  
Health and Fitness / Cold and Flu  
Health and Fitness / Dental Care  
Health and Fitness / Dermatology  
Health and Fitness / Diet Products  
Health and Fitness / Dieters  
Health and Fitness / Discontinued  
Health and Fitness / Exercise  
Health and Fitness / Exercise / Fitness Devices  
Health and Fitness / Exercise / Hiking  
Health and Fitness / Exercise / Running  
Health and Fitness / Fitness Buffs  
Health and Fitness / GERD/Acid Reflux  
Health and Fitness / Headaches/Migraines  
Health and Fitness / Health & Wellness Buffs  
Health and Fitness / Health-Conscious Mothers  
Health and Fitness / Healthy Eaters  
Health and Fitness / Heavy Vitamin and Dietary Supplement  
Health and Fitness / Herbs for Health  
Health and Fitness / Holistic Healing  
Health and Fitness / Intent  
Health and Fitness / Interest  
Health and Fitness / Interest / Diet and Weight Loss  
Health and Fitness / Interest / Dieting / Weight Loss  
Health and Fitness / Interest / Exercise / Health  
Health and Fitness / Interest / Fitness  
Health and Fitness / Interest / Pharmacy and Medicine  
Health and Fitness / Likely Health Interest  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 01  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 02  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 03  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 04  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 05

Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 06  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 07  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 08  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 09  
Health and Fitness / Likely Health Interest / Brand Name Medicine Propensity Score - 10  
Health and Fitness / Medicare Researchers  
Health and Fitness / Mens Health  
Health and Fitness / Nutrition  
Health and Fitness / Pediatrics  
Health and Fitness / Pharmacy Patrons  
Health and Fitness / Physical Fitness Clubs  
Health and Fitness / Physical Therapy  
Health and Fitness / Pilates and Yoga Enthusiasts  
Health and Fitness / Pilates/Yoga  
Health and Fitness / Self-Help/Inspiration Seekers  
health and fitness / senior health  
Health and Fitness / Spa Enthusiasts  
Health and Fitness / Weight Loss  
Health and Fitness / Weight-Loss Seekers  
Health and Fitness / Womens Health  
Health and Kids Clothing  
Health and Luggage  
Health and Medicinal Usage / Antihistamines  
Health and Medicinal Usage / Denture Cleaner  
Health and Medicinal Usage / Eye drops  
Health and Medicinal Usage / Indigestion Tablets / Powders  
Health and Medicinal Usage / Pain Relieving Creams / Rubs  
Health and Moms  
Health and wellbeing  
Health and wellbeing / Fitness and exercise  
Health and Wellness  
Health and Wellness / Acid Reflux  
Health and Wellness / Acne Relief  
Health and Wellness / Digestive Health  
Health and Wellness / Dry Eyes  
Health and Wellness / Dry Skin  
Health and Wellness / Joint Pain Relief  
Health and Wellness / Migraine Relief  
Health and Wellness / Pain Relief  
Health and Wellness / Smoking Cessation  
Health and Wellness / Sugar Conscious  
Health and Wellness Purchasers  
Health Beauty  
Health Care  
Health Care / Addiction & Recovery Reference (Web)

Health Care / Addiction & Recovery Reference (Mobile)  
Health Care / Allergy  
Health Care / Allergy / Allergy Relief  
Health Care / Cold and Sinus  
Health Care / Cold and Sinus / Analgesic and Chest Rubs  
Health Care / Cold and Sinus / Breathing Aids External  
Health Care / Cold and Sinus / Cold Remedies - Adult  
Health Care / Cold and Sinus / Cold Remedies - Children  
Health Care / Cold and Sinus / Cough Drops  
Health Care / Cold and Sinus / Cough Syrups and Tablets  
Health Care / Cold and Sinus / Nasal Product Internal  
Health Care / Cold and Sinus / Sinus Remedies  
Health Care / Cold and Sinus / Vaporizing Products  
Health Care / Eye and Contact Lens Care Product  
Health Care / Eye and Contact Lens Care Product / Contact Lens Solution  
Health Care / First Aid  
Health Care / First Aid / Adhesive Bandages  
Health Care / First Aid / Adhesive Bandages - Liquid  
Health Care / First Aid / Adhesive Tape  
Health Care / First Aid / Cotton - Swabs and Balls and Rolls  
Health Care / First Aid / First Aid - Gauze - Rolls  
Health Care / First Aid / First Aid - Hydrocortisones  
Health Care / First Aid / First Aid - Ice And Heat Pack  
Health Care / First Aid / First Aid - Thermometers  
Health Care / First Aid / First Aid - Treatments  
Health Care / First Aid / First Aid and Poison Kits  
Health Care / First Aid / Germicidal Antiseptics  
Health Care / First Aid / Medical Wrap And Brace  
Health Care / First Aid / Medicated Products  
Health Care / Foot Care  
Health Care / Foot Care / Foot Accessories and Comforts Products  
Health Care / Foot Care / Foot Preparations  
Health Care / Gastrointestinal  
Health Care / Gastrointestinal / Antacids  
Health Care / Health Remedies - Remaining  
Health Care / Health Remedies - Remaining / Antismoking Product  
Health Care / Health Remedies - Remaining / Dieting Aids - Meal Replacements  
Health Care / Health Remedies - Remaining / Ear Products  
Health Care / Health Remedies - Remaining / Medical Accessory - Remaining

Health Care / Health Remedies - Remaining / Medical Food Products  
Health Care / Health Remedies - Remaining / Medical Testing Products  
Health Care / Health Remedies - Remaining / Motion Sickness Preventatives  
Health Care / Health Remedies - Remaining / Remaining Medications and Remedies - Internal  
Health Care / Health Remedies - Remaining / Tranquilizers and Calmative  
Health Care / Lip Treatment  
Health Care / Lip Treatment / Lip Remedies  
Health Care / Oral Care  
Health Care / Oral Care / Dental Accessories  
Health Care / Oral Care / Denture Adhesives  
Health Care / Oral Care / Denture Cleansers  
Health Care / Oral Care / Oral Pain Relief  
Health Care / Oral Care / Oral Rinse And Antiseptic  
Health Care / Oral Care / Tooth Whiteners  
Health Care / Pain Remedies  
Health Care / Pain Remedies / All Other  
Health Care / Pain Remedies / Arthritis  
Health Care / Pain Remedies / Children's  
Health Care / Pain Remedies / Headache  
Health Care / Pain Remedies / Muscle  
Health Care / Pain Remedies / Pre-Menstrual and Feminine  
Health Care / Sleeping Remedies  
Health Care / Sleeping Remedies / Anti-Sleep Products  
Health Care / Sleeping Remedies / Sleeping Aids  
Health Care / Vitamins and Supplements  
Health Care / Vitamins and Supplements / Complete Nutritional Products  
Health Care / Vitamins and Supplements / Dietary Supplements  
Health Care / Vitamins and Supplements / Minerals  
Health Care / Vitamins and Supplements / Probiotics  
Health Care / Vitamins and Supplements / Protein Supplements  
Health Care / Vitamins and Supplements / Vitamins - Adult  
Health Care / Vitamins and Supplements / Vitamins - Children  
Health Cause Donor  
Health Cause Donor High Income  
Health Cause Donor Middle Income  
Health centers and hospitals  
Health Charitable Donation  
Health Clubs  
Health Clubs/Stores  
Health Clubs/Stores / GNC

Health Clubs/Stores / Vitamin Shoppe  
Health Clubs/Stores / Weight Watchers  
Health Conscious  
Health Conscious Consumer  
Health Conscious Shoppers  
Health Conscious Shoppers / GNC  
Health Conscious Shoppers / Sprouts Farmers Market  
Health Conscious Shoppers / The Fresh Market  
Health Conscious Shoppers / The Vitamin Shoppe  
Health Conscious Shoppers / Trader Joe's  
Health Conscious Shoppers / Vitamin World  
Health Conscious Shoppers / Whole Foods Market  
Health Diet  
Health Enhancer  
Health Enthusiast Female - Cookies  
Health Enthusiast Male - Cookies  
Health Enthusiasts  
Health Essentials  
Health Insurance / Aetna-HH  
Health Insurance / BlueCross and/or BlueShield-HH  
Health Insurance / Cares about amount of co-pays when planning-HH  
Health Insurance / Cares about amount of out-of-pocket limit-HH  
Health Insurance / Cares about annual deductible-HH  
Health Insurance / Cares about coverage of prescription drugs-HH  
Health Insurance / Cares about hospitalization coverage-HH  
Health Insurance / Cares about monthly premium-HH  
Health Insurance / Cares about network type-HH  
Health Insurance / Cares about preventative care/wellness coverage-HH  
Health Insurance / Cigna-HealthSpring-HH  
Health Insurance / Have Private Health Insurance  
Health Insurance / Humana-HH  
Health Insurance / Kaiser Foundation  
HealthPlan/Kaiser Permanente- HH  
Health Insurance / UnitedHealthcare-HH  
Health OTC Personal Care  
Health Product Shoppers  
Health Professionals  
Health Professionals / Acupuncture  
Health Professionals / Acute Care  
Health Professionals / Addiction Medicine  
Health Professionals / Adolescent Medicine  
Health Professionals / Advanced Heart Failure and Transplant Cardiology  
Health Professionals / Aerospace Medicine  
Health Professionals / Alcohol & Drug Abuse

Health Professionals / Alcohol & Drug Counselor  
Health Professionals / Allergy  
Health Professionals / Allergy & Immunology  
Health Professionals / Ambulance/ Patient Transport  
Health Professionals / Ambulance/Patient Transport  
Health Professionals / Anatomic and Clinical Pathology  
Health Professionals / Anesthesiology  
Health Professionals / Assisted Living Facilities  
Health Professionals / Audiology  
Health Professionals / Bariatrics  
Health Professionals / Behavioral Medicine  
Health Professionals / Bio-Feedback Therapy  
Health Professionals / Birthing Center  
Health Professionals / Blood Banking  
Health Professionals / Cardiology  
Health Professionals / Case Manager/ Care Coordinator  
Health Professionals / Case Manager/Care Coordinator  
Health Professionals / Chemical Pathology  
Health Professionals / Child Abuse  
Health Professionals / Chiropractic  
Health Professionals / Clinic  
Health Professionals / Clinical & Laboratory Dermatological Immunology  
Health Professionals / Clinical & Laboratory Immunology  
Health Professionals / Clinical Biochemical Genetics  
Health Professionals / Clinical Cardiac Electrophysiology  
Health Professionals / Clinical Cytogenetics  
Health Professionals / Clinical Genetics  
Health Professionals / Clinical Molecular Genetics  
Health Professionals / Clinical Neurophysiology  
Health Professionals / Community/ Retail Pharmacy  
Health Professionals / Community/Retail Pharmacy  
Health Professionals / Compounding Pharmacy  
Health Professionals / Critical Care Anesthesiology  
Health Professionals / Critical Care Medicine  
Health Professionals / Cytopathology  
Health Professionals / Dentistry  
Health Professionals / Dermatology  
Health Professionals / Dermatopathology  
Health Professionals / Diabetology  
Health Professionals / Diagnostic Roentgenology  
Health Professionals / Dietician  
Health Professionals / Durable Medical Equipment  
Health Professionals / Dysmorphology - Genetics  
Health Professionals / Electrocardiogram  
Health Professionals / Electrophysiology  
Health Professionals / Emergency Medicine  
Health Professionals / Emergency Rescue



Health Professionals / Endocrinology  
Health Professionals / Endodontics  
Health Professionals / Environment Medicine  
Health Professionals / Epidemiology  
Health Professionals / Epileptology  
Health Professionals / Extended Care Facility  
Health Professionals / Family Practice  
Health Professionals / Forensic Pathology  
Health Professionals / Gastroenterology  
Health Professionals / General Practice  
Health Professionals / General Preventative  
Medicine  
Health Professionals / Genetics  
Health Professionals / Geriatric Medicine  
Health Professionals / Gerontology  
Health Professionals / Hematology - General  
Health Professionals / Hematology Pathology  
Health Professionals / Hepatology  
Health Professionals / Home Health Care  
Health Professionals / Home Infusion Therapy  
Pharmacy  
Health Professionals / Hospital  
Health Professionals / Hospitalist  
Health Professionals / Hypertension Medicine  
Health Professionals / Immunology  
Health Professionals / Immunopathology  
Health Professionals / Infectious Disease  
Health Professionals / Infusion Therapy  
Health Professionals / Institutional/ Inpatient  
Hospital Pharmacy  
Health Professionals / Institutional/Inpatient  
Hospital Pharmacy  
Health Professionals / Intensive Care  
Health Professionals / Intern / Resident  
Health Professionals / Intern / Resident  
Health Professionals / Intern/ Resident  
Health Professionals / Internal Medicine  
Health Professionals / Interventional Cardiology  
Health Professionals / Laboratory  
Health Professionals / Legal Medicine  
Health Professionals / Licensed Clinical Social Worker  
Health Professionals / Long Term Care Pharmacy  
Health Professionals / Mammography  
Health Professionals / Marriage Family Counselor  
Health Professionals / Massage Therapy  
Health Professionals / Maternal & Fetal Medicine  
Health Professionals / Maternity Management  
Health Professionals / Medical Administration  
Health Professionals / Medical Biochemical Genetics  
Health Professionals / Medical Microbiology  
Health Professionals / Medical Toxicology  
Health Professionals / Molecular Genetic Pathology  
Health Professionals / MultiSpecialty Group

Health Professionals / Naprapath  
Health Professionals / Naturopath  
Health Professionals / Neonatal-Perinatal Medicine  
Health Professionals / Neonatology  
Health Professionals / Nephrology  
Health Professionals / Neuro Ophthalmology  
Health Professionals / Neuromuscular  
Health Professionals / Neuropathology  
Health Professionals / Neurophysiology  
Health Professionals / Neuroradiology  
Health Professionals / Neurotology  
Health Professionals / Non-Pharmacy Dispensing Site  
Health Professionals / Nuclear Cardiology  
Health Professionals / Nuclear Radiology  
Health Professionals / Nurse Practitioner  
Health Professionals / NursePractitioner  
Health Professionals / Nursing - Adult  
Health Professionals / Nursing - Advanced  
Health Professionals / Nursing - Anesthetist  
Health Professionals / Nursing - Assistant  
Health Professionals / Nursing - Convalescent  
Health Professionals / Nursing - Coalescent  
Health Professionals / Nursing - Family  
Health Professionals / Nursing - General  
Health Professionals / Nursing - Midwife  
Health Professionals / Nursing - Pediatric  
Health Professionals / Nursing - Skilled  
Health Professionals / Nursing - Surgical  
Health Professionals / Nursing Adult  
Health Professionals / Nursing Advanced  
Health Professionals / Nursing Anesthetist  
Health Professionals / Nursing Assistant  
Health Professionals / Nursing Family  
Health Professionals / Nursing General  
Health Professionals / Nursing Home  
Health Professionals / Nursing Midwife  
Health Professionals / Nursing Pediatric  
Health Professionals / Nursing Skilled  
Health Professionals / Nursing Surgical  
Health Professionals / Nursing-Family  
Health Professionals / Nursing-General  
Health Professionals / Nutrition  
Health Professionals / Obsterics  
Health Professionals / Ocular Medicine  
Health Professionals / Ophthalmology  
Health Professionals / Optician  
Health Professionals / Optometry  
Health Professionals / Orthodontics  
Health Professionals / Osteopathic Medicine  
Health Professionals / Osteopathy  
Health Professionals / Other  
Health Professionals / Otolaryngology  
Health Professionals / Otology/ Neurotology

Health Professionals / Otolaryngology/Neurotology  
Health Professionals / Otorhinolaryngology  
Health Professionals / Pain Management  
Health Professionals / Pathology  
Health Professionals / Pediatric Alcohol Dep  
Health Professionals / Pediatric Allergy &  
Immunology  
Health Professionals / Pediatric Anesthesiology  
Health Professionals / Pediatric Behavioral Medicine  
Health Professionals / Pediatric Cardiology  
Health Professionals / Pediatric Critical Care  
Medicine  
Health Professionals / Pediatric Dentistry  
Health Professionals / Pediatric Dermatology  
Health Professionals / Pediatric Development  
Health Professionals / Pediatric Emergency Medicine  
Health Professionals / Pediatric Endocrinology  
Health Professionals / Pediatric Gastroenterology  
Health Professionals / Pediatric Genetics  
Health Professionals / Pediatric Hospital copy  
Health Professionals / Pediatric Immunology  
Health Professionals / Pediatric Infectious Disease  
Health Professionals / Pediatric Internal Medicine  
Health Professionals / Pediatric Nephrology  
Health Professionals / Pediatric Neuropsychology  
Health Professionals / Pediatric Nutrition  
Health Professionals / Pediatric Ophthalmology  
Health Professionals / Pediatric Otolaryngology  
Health Professionals / Pediatric Pathology  
Health Professionals / Pediatric Pulmonology  
Health Professionals / Pediatric Radiology  
Health Professionals / Pediatric Rheumatology  
Health Professionals / Pediatric Sports Medicine  
Health Professionals / Pediatric Toxicology  
Health Professionals / Pediatric Transparent  
Hepatology  
Health Professionals / Pediatrics  
Health Professionals / Pedorthics  
Health Professionals / Perinatology  
Health Professionals / Periodontics  
Health Professionals / Pharmacist  
Health Professionals / Pharmacology  
Health Professionals / Pharmacy  
Health Professionals / Psychiatrist  
Health Professionals / Physical Medicine  
Health Professionals / Physical Therapy  
Health Professionals / Podiatry copy  
Health Professionals / Preventive Medicine  
Health Professionals / Proctology  
Health Professionals / Psychoanalysis  
Health Professionals / Psychosomatic Medicine  
Health Professionals / Psychostherapy  
Health Professionals / Public Health

Health Professionals / Public Health & General  
Preventive Medicine  
Health Professionals / Pulmonary Disease  
Health Professionals / Pulmonology  
Health Professionals / Radiology  
Health Professionals / Radiology - Diagnostic  
Health Professionals / Radiology - Therapeutic  
Health Professionals / Radiosotopic Pathology  
Health Professionals / Registered Nurse  
Health Professionals / Reproductive Endocrinology  
Health Professionals / Reproductive Medicine  
Health Professionals / Resident  
Health Professionals / Respiratory Care  
Health Professionals / Respiratory Therapy  
Health Professionals / Rheumatology  
Health Professionals / Roentgen & Gamma Physics  
Health Professionals / Sleep Medicine  
Health Professionals / Social Worker  
Health Professionals / Specialty Hospital  
Health Professionals / Specialty Pharmacy  
Health Professionals / Speech Therapy  
Health Professionals / Spinal Cord Injury Medicine  
Health Professionals / Sports Medicine  
Health Professionals / Strabismus  
Health Professionals / Surgical Assistant  
Health Professionals / Therapeutic Roentgenology  
Health Professionals / Transplant Hepatology  
Health Professionals / Undersea & Hyperbaric  
Medicine  
Health Professionals / Undersea Medicine  
Health Professionals / Unspecified  
Health Professionals / Urgent Care  
Health Professionals / Vascular & Interventional  
Radiology  
Health Professionals / Vascular Disease  
Health Professionals / Weight Loss Management  
Health Professionals / Womens Services  
Health Professionals / Wound Care  
Health Professionals / X-Ray and Radium Physics  
Health Professionals / X-Ray and Radium Physics  
copy  
Health Purchasers  
Health Remedies - Remaining  
Health Remedies - Remaining / Antismoking Product  
Health Remedies - Remaining / Dieting Aids - Meal  
Replacements  
Health Remedies - Remaining / Ear Products  
Health Remedies - Remaining / Medical Accessory -  
Remaining  
Health Remedies - Remaining / Medical Food  
Products  
Health Remedies - Remaining / Medical Testing  
Products

Health Remedies - Remaining / Medications and Remedies - Internal  
Health Remedies - Remaining / Motion Sickness Preventatives  
Health Remedies - Remaining / Tranquilizers and Calmative  
Health Seeker  
Health Sports  
Health Sports Activewear  
Health-oriented Exercisers  
Health/Medical  
Health>Anti-aging  
Health>Beauty & Skin-care  
Health>Dip/Snuff Users  
Health>Headaches  
Health>Health Insurance > Aetna  
Health>Health Insurance > Anthem  
Health>Health Insurance > BCBS  
Health>Health Insurance > Cigna  
Health>Health Insurance > Coventry  
Health>Health Insurance > HMO  
Health>Health Insurance > Humana  
Health>Health Insurance > Insured  
Health>Health Insurance > Other Ins  
Health>Health Insurance > PPO  
Health>Health Insurance > Tricare  
Health>Health Insurance > United He  
Health>Health Status > Healthy  
Health>Health Status > Major Health  
Health>Health Status > Minor Health  
Health>Knee or Back Brace  
Health>Medical Alert System Interes  
Health>Medicare Advantage Interest  
Health>Multiple Conditions  
Health>Physical Pain  
Health>Pregnancy  
Health>Prescription Delivery Intere  
Health>Recent Accident Injury  
Health>RX Out of Pocket  
Health>Vape Users  
Health>Visit Specialist Regularly  
Healthcare  
Healthcare / Administration  
healthcare / busy bee pharmacy  
Healthcare / Conditions / Allergies  
Healthcare / Conditions / Allergies / Nasal Allergies  
Healthcare / Conditions / Arthritis  
Healthcare / Conditions / Arthritis / Osteoarthritis  
Healthcare / Conditions / Dental Ailments  
Healthcare / Conditions / Dental Ailments / Sensitive Teeth  
Healthcare / Conditions / Digestive Ailments

Healthcare / Conditions / Digestive Ailments / Acid Indigestion  
Healthcare / Conditions / Digestive Ailments / GERD  
Healthcare / Conditions / Digestive Ailments / Heartburn  
Healthcare / Conditions / Digestive Ailments / Lactose Intolerance  
Healthcare / Conditions / Foot Ailments  
Healthcare / Conditions / High Blood Pressure  
Healthcare / Conditions / Insomnia  
Healthcare / Conditions / Insomnia / Nighttime Sleeplessness  
Healthcare / Conditions / Nasal Congestion  
Healthcare / Conditions / Nasal Congestion / Nasal Congestion: Frequent  
Healthcare / Conditions / Nasal Congestion / Nasal Congestion: Infrequent  
Healthcare / Conditions / Nasal Congestion / Nasal Congestion: Very Frequent  
Healthcare / Conditions / Nasal Congestion / Trouble Sleeping Due To Breathing  
Healthcare / Conditions / Pain  
Healthcare / Conditions / Pain / Back Pain  
Healthcare / Conditions / Pain / Difficulty Walking  
Healthcare / Conditions / Pain / Headaches & Migraines  
Healthcare / Conditions / Pain / Joint Pain  
Healthcare / Conditions / Respiratory Ailments  
Healthcare / Conditions / Sinus & Nasal Ailments  
Healthcare / Conditions / Skin Ailments  
Healthcare / Conditions / Skin Ailments / Acne  
Healthcare / Conditions / Skin Ailments / Cold Sores  
Healthcare / Conditions / Skin Ailments / Eczema or Psoriasis  
Healthcare / Conditions / Snoring  
Healthcare / Conditions / Vision Conditions  
Healthcare / Conditions / Vision Conditions / Macular Degeneration  
healthcare / dental clinic visitors  
Healthcare / Disease Control  
Healthcare / Government Regulations  
healthcare / guardian pharmacy  
healthcare / health goods shoppers  
Healthcare / Health Insurance  
Healthcare / Healthy Living  
Healthcare / Healthy Living / Eating Healthy(RU)  
Healthcare / Healthy Living / Healthy Living(RU)  
healthcare / hospital visitors  
Healthcare / Medical & Health Products / Medical & Health Products: Dentures  
Healthcare / Medical & Health Products / Medical & Health Products: Glasses or Contact Lenses

Healthcare / Medical & Health Products / Medical & Health Products: Uses Adult Diapers or Liners  
Healthcare / Medical Research  
Healthcare / Medical Testing  
Healthcare / Medications / Acid Indigestion Medications  
Healthcare / Medications / Allergy Medication  
Healthcare / Medications / Allergy Medication / Allergy Medication: Oral Medications  
Healthcare / Medications / Arthritis Medications  
Healthcare / Medications / Arthritis Medications / Arthritis Medications: Daily Aspirin Therapy  
Healthcare / Medications / Cold Sore Medications  
Healthcare / Medications / Pain Medications  
Healthcare / Medications / Pain Medications / Headache & Migraine Medications  
Healthcare / Medications / Respiratory Medications  
Healthcare / Patient Management  
healthcare / pharmacy shoppers  
healthcare / priceline pharmacy  
Healthcare Adminstrator  
Healthcare Analytics  
Healthcare and medicine > Engaged  
Healthcare and medicine > Highly Interested  
Healthcare and medicine > Intender  
Healthcare and medicine > Interested  
Healthcare Decision Makers  
Healthcare Products / Cough Remedies / Cough Syrup- Delsym  
Healthcare Products / Cough Remedies / Cough Syrup-Halls  
Healthcare Products / Cough Remedies / Cough Syrup-Robitussin  
Healthcare Products / Cough Remedies / Cough Syrup-Tylenol  
Healthcare Products / Cough Remedies / Cough Syrup-Vicks 44 Cough  
Healthcare Products / Cough Remedies / Cough Syrup-Vicks Nyquil Cough  
Healthcare Products / First Aid / FirstAid Band/Antibiotic Rem-Bactine  
Healthcare Products / First Aid / FirstAid Band/Antibiotic Rem-Band-Aid  
Healthcare Products / First Aid / FirstAid Band/Antibiotic Rem-Benadryl  
Healthcare Products / First Aid / FirstAid Band/Antibiotic Rem-Cortizone  
Healthcare Products / First Aid / FirstAid Band/Antibiotic Rem-Curad  
Healthcare Products / First Aid / FirstAid Band/Antibiotic Rem-Neosporin  
Healthcare Products / IRI : Abreva Buyers  
Healthcare Products / IRI : Advil Buyers

Healthcare Products / IRI : Band Aid Buyers  
Healthcare Products / IRI : Bausch & Lomb Buyers  
Healthcare Products / IRI : Bayer Aspirin Buyers  
Healthcare Products / IRI : Benadryl Buyers  
Healthcare Products / IRI : Breathe Right Buyers  
Healthcare Products / IRI : Cepacol Buyers  
Healthcare Products / IRI : Claritin Buyers  
Healthcare Products / IRI : Heavy Mucinex Buyers  
Healthcare Products / IRI : Heavy OTC Buyers  
Healthcare Products / IRI : Heavy Vitamins Buyers  
Healthcare Products / IRI : Prilosec OTC Buyers  
Healthcare Products / IRI : Sudafed Buyers  
Healthcare Products / IRI : Theraflu Buyers  
Healthcare Products / IRI : Tums Buyers  
Healthcare Products / IRI : Tylenol Buyers  
Healthcare Products / IRI : Zantac Buyers  
Healthcare Products / Medicine/Drugs/Ailments / Cold/Allergy/Sinus Remedy-Seltzer+ Night Tm Cold  
Healthcare Products / Medicine/Drugs/Ailments / FirstAid Band/Antibiotic Rem-Betadine  
Healthcare Products / Medicine/Drugs/Ailments / FirstAid Band/Antibiotic Rem-Powder  
Healthcare Products / Medicine/Drugs/Ailments / Headache/Pain Reliever-Use Advil Pm  
Healthcare Products / Medicine/Drugs/Ailments / Heartburn/Indigestion Aids-Use Ever-Mylanta  
Healthcare Products / Medicine/Drugs/Ailments / Heartburn/Indigestion Aids-Zantac 150  
Healthcare Products / Medicine/Drugs/Ailments / Pain Relieving Rubs/Liquids/Wraps-Tiger Balm  
Healthcare Products / Medicine/Drugs/Ailments / Suffered Acne Lst 12M  
Healthcare Products / Medicine/Drugs/Ailments / Vitamin/Mineral Brand-Use One-A-Day 50+  
Healthcare Products / Medicine/Drugs/Ailments / Vitamin/Mineral Brand-Use-Emergen-C  
Healthcare Products / Medicine/Drugs/Ailments / Vitamin/Mineral-Use B Complex With C (Stress)  
Healthcare Products / Medicine/Drugs/Ailments / Wear Contact Lenses-Extended Wear  
Healthcare Products / Over the Counter Medications - Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-Advil Cold/Sinus  
Healthcare Products / Over the Counter Medications - Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-Alka-Seltzer Plus C  
Healthcare Products / Over the Counter Medications - Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-Benadryl Allergy  
Healthcare Products / Over the Counter Medications - Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-Benadryl Allergy &

Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Claritin  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Robitussin Cold  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Sudafed Cold & Sinus  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Theraflu  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Tylenol Allergy/Sinus  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Tylenol Cold  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Tylenol Flu  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Tylenol Sinus  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Vicks Dayquil  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Vicks Nyquil  
Healthcare Products / Over the Counter Medications  
- Cold/Allergy/Sinus / Cold/Allergy/Sinus Remedy-  
Vicks Vaporub  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Advil  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Advil Pm  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Aleve  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Bayer Aspirin  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Excedrin  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Motrin Ib  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Tylenol  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Tylenol Pm  
Healthcare Products / Pain Relievers /  
Headache/Pain Reliever-Use Most Often-Equate  
Healthcare Products / Pain Relievers / Pain Relieving  
Rubs/Liquids/Wraps-Aspercreme

Healthcare Products / Pain Relievers / Pain Relieving  
Rubs/Liquids/Wraps-Bengay  
Healthcare Products / Pain Relievers / Pain Relieving  
Rubs/Liquids/Wraps-Icy Hot  
Healthcare Products / Pain Relievers / Pain Relieving  
Rubs/Liquids/Wraps-Thermacare  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Cepacol  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Chloraseptic  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Halls  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Luden's  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Ricola  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Robitussin Honey Drop  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Tylenol Sore Throat  
Healthcare Products / Sore Throat / Sore Throat  
Prod-Vicks  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral Brand-Caltrate  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral Brand-Centrum  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral Brand-Centrum Silver  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral Brand-One-A-Day Woman's  
Formula  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral Brand-Use Most- One-A-Day 50+  
Advantage  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Also-Caplets/ Tablets  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Also-Capsules  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Also-Chewable Tablets  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Also-Gummy  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Also-Softgels  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Most-Caplets/ Tablets  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Most-Capsules  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Most-Chewable Tablets  
Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Most-Gummy

Healthcare Products / Vitamins/Minerals /  
Vitamin/Mineral-Form Use Most-Softgels  
Healthcare Solutions  
Healthcare topic twinning  
Healthies  
Healthy And Active Lifestyles  
Healthy Choice  
Healthy Dog Food  
Healthy Finnish basic food  
Healthy Lifestyle  
Healthy Lifestyles  
Healthy Living  
Healthy Living / Dieting and Weight Loss  
Healthy Living / Health and Fitness  
HealthyChoice\_Adults\_25\_44\_3779  
HealthyChoice\_RecentFrozEntreePurch\_6Mo\_3779  
HealthyChoice\_WellnessGuests\_25\_44\_6Mo\_3779  
HealthyChoice\_Women  
HealthyChoice\_Women\_25\_44\_3779  
Heartburn Relief Seekers  
Hobbies & Interests / Leisure Activities/Hobbies /  
Fitness Walk-Participate Every Chance I Get  
Hobbies & Interests / Leisure Activities/Hobbies /  
Participate in Physical Fitness Program at Home  
Hobbies & Interests / Leisure Activities/Hobbies /  
Physical Fitness Program-Regular Participates Last 12  
Months  
Hobbies & Interests / Leisure Activities/Hobbies /  
Weight Training-Participate Every Chance I Get  
Hobbies & Interests > Online > Health/Advice  
Hobbies and Interests (Affinity) / Health and Fitness  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Exercise  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Exercise / Gyms  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Exercise / Running and Jogging  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Exercise / Strength Training  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Exercise / Walking  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Exercise / Yoga and Pilates  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Wellness  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Wellness / Alternative Medicine  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Wellness / Dieting and Weight Loss  
Hobbies and Interests (Affinity) / Health and Fitness  
/ Wellness / Nutrition

Hobbies and Interests (Affinity) / Politics and Society  
/ Charity (Philanthropy) / Causes / Health and Well-  
Being  
Hobbies and Interests (Affinity) / Politics and Society  
/ Health Care  
Hobbies and Interests (Affinity) / Science and  
Humanities / Medical and Health Sciences  
Holidays Favourite Types / Activities / sport (Walking  
and Hiking, Cycling, Health and Fitness etc.)  
Holidays Favourite Types / Spa Holiday / health Spa  
Holiday  
Hot Prospects / Baby Health and Safety  
Household Economics / High Spend / Expenditure on  
Accident and Health Insurance  
Household Economics / High Spend / Expenditure on  
Dental Fees  
Household Economics / High Spend / Expenditure on  
Gym and Health Club Fees  
Household Economics / High Spend / Expenditure on  
Total Medical Care and Health Expenses  
Household Economics / Medium Level of Spend /  
Expenditure on Accident and Health Insurance  
Household Economics / Medium Level of Spend /  
Expenditure on Dental Fees  
Household Economics / Medium Level of Spend /  
Expenditure on Gym and Health Club Fees  
Household Economics / Medium Level of Spend /  
Expenditure on Total Health and Beauty  
Household Economics / Medium Level of Spend /  
Expenditure on Total Medical Care and Health  
Expenses  
Household Supplies / First Aid Category  
Household Supplies / First Aid Category / Johnson  
and Johnson Brands  
Human Resources / Wellness and Safety  
IN / Brand / Apollo Munich Health Insurance Visitors  
IN / Brand / Apollo Pharmacy Visitors  
IN / Brand / Bank Of Maharashtra Visitors  
IN / Brand / Fortis Healthworld Visitors  
IN / Brand / Health & Glow Visitors  
IN / Brand / Health India Gym Visitors  
IN / Brand / Himalaya Wellness Visitors  
IN / Brand / Medicine Shoppe Visitors  
IN / Brand / Raj Video Vision Visitors  
IN / Brand / Snap Fitness Visitors  
IN / Brand / Star Health And Allied Insurance Visitors  
IN / Brand / Total Sports & Fitness Visitors  
IN / Brand / Vision Express Visitors  
IN / Category / Gym And Fitness Centers Visitors  
IN / Category / Health And Diet Food Visitors  
In market / Health / Dental health  
In market / Health / Diet  
In market / Health / Eldery Goods

In market / Health / Gym/Aerobics  
In market / Health / Health care items  
In market / Health / health food  
In market / Health / Vitamin/Protein  
In market / Health / Yoga/Pilates  
In Market / Health Goods  
In market / health goods / diet foods  
In Market / Health Goods / Health  
Foods\_Supplement  
In market / health goods / health  
foods\_supplements  
In Market > Considering > Beauty\_Health  
In Market > Considering > Beauty\_Health > Aging  
Care  
In Market > Considering > Beauty\_Health > Beauty  
Appliances  
In Market > Considering > Beauty\_Health > Body  
Care  
In Market > Considering > Beauty\_Health >  
Depilation  
In Market > Considering > Beauty\_Health > Diet  
In Market > Considering > Beauty\_Health > Esthetic  
In Market > Considering > Beauty\_Health > For Men  
In Market > Considering > Beauty\_Health > Hair Care  
In Market > Considering > Beauty\_Health > Health  
Goods  
In Market > Considering > Beauty\_Health > Health  
Goods > Diet Foods  
In Market > Considering > Beauty\_Health > Health  
Goods > Health Foods\_Supplement  
In Market > Considering > Beauty\_Health > Skin Care  
In Market > Purchased > Beauty\_Health  
In Market > Purchased > Beauty\_Health > Aging Care  
In Market > Purchased > Beauty\_Health > Beauty  
Appliances  
In Market > Purchased > Beauty\_Health > Body Care  
In Market > Purchased > Beauty\_Health > Depilation  
In Market > Purchased > Beauty\_Health > Diet  
In Market > Purchased > Beauty\_Health > For Men  
In Market > Purchased > Beauty\_Health > Hair Care  
In Market > Purchased > Beauty\_Health > Health  
Goods  
In Market > Purchased > Beauty\_Health > Oral Care  
In Market > Purchased > Beauty\_Health > Skin Care  
In Market for / Fitness Products and Services  
In Market for / General Medical and Health Services  
In Market for / Health and Medical Services  
In Market for / Health Products  
In Market for / Health Services  
In Market Shoppers / Baby and Maternity / Baby  
Feeding & Nursing  
In Market Shoppers / Groceries and Packaged Goods  
/ Health & Beauty

In Market Shoppers / Groceries and Packaged Goods  
/ Health Care  
In Market Shoppers / Groceries and Packaged Goods  
/ Vitamins and Supplements  
In Market Shoppers / Groceries and Packaged Goods  
/ Weight Watchers  
In Market Shoppers / Services / Health and Health-  
Related Insurance  
In Market Shoppers / Sports / Fitness & Sports  
In Market Shoppers / Sports / Fitness Equipment  
In-Market - \$0.00 / US / Canada / In-Market / Health  
& Wellness  
In-Market - \$0.00 / US / Canada / In-Market / Health  
& Wellness / Natural Wellness  
In-Market - \$0.00 / US / Canada / In-Market / Health  
& Wellness / Weight Loss & Supplements  
In-Market - \$0.00 / US / Canada / In-Market / Sports  
/ Fitness  
In-Market (2) / Men's health  
In-Market (2) / Women's health  
In-Market / Babies & Kids / Baby Gear / Nursing &  
Feeding  
In-Market / Consumer Packaged Goods (CPG) / Food  
& Beverages / Special Types / Health Foods  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Beauty  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Beauty / Hair Care  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Beauty / Nail Care  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Beauty / Skin Care  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Beauty / Skin Care / Masks & Peels  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Health  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Health / Aromatherapy  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Health / First Aid  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Health / Health Electronics  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Health / Massage Tools  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Health / Vitamins & Dietary  
Supplements  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Health / Weight Management  
In-Market / Consumer Packaged Goods (CPG) /  
Health & Beauty / Optical

In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Optical / Contact Lenses & Lens Care Products  
In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care  
In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Bath Products  
In-Market / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Dental  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Beauty Product Buyers  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Beauty Product Buyers / Hair Care  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Beauty Product Buyers / Skin Care  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Health  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Health / First Aid  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Health / Vitamins and Dietary Supplements  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Health / Weight Management  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Optical  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Optical / Contact Lenses and Lens Care Products  
In-Market / Consumer Packaged Goods (CPG) / Health and Beauty / Personal Care  
In-Market / Financial Products & Services / Insurance / Health & Health-Related Insurance  
In-Market / Financial Products and Services / Insurance / Health and Health-Related Insurance  
In-Market / Health & Beauty  
In-Market / Health & Beauty / Contacts, Reading Glasses, & Vision Care  
In-Market / Health & Beauty / Hair Care  
In-Market / Health & Beauty / Hair Care / Hair Care Appliances  
In-Market / Health & Beauty / Hair Care / Hair Treatment  
In-Market / Health & Beauty / Skin Care  
In-Market / Health & Beauty / Vitamins & Nutrition  
In-Market / Health & Wellness  
In-Market / Health & Wellness / Natural Wellness  
In-Market / Health & Wellness / Weight Loss & Supplements

In-Market / In-Market for Exercise Equipment  
In-Market / Retail / Entertainment / Books & Magazines / Nonfiction Books / Health Diet & Exercise  
In-Market / Retail / Sports Equipment & Outdoor Gear / Exercise & Fitness  
In-Market / Retail / Sports Equipment & Outdoor Gear / Exercise & Fitness / Home Gyms  
In-Market / Retail / Sports Equipment & Outdoor Gear / Exercise & Fitness / Workout & Yoga  
In-Market / Retail / Sports Equipment & Outdoor Gear / Exercise Electronics  
In-Market / Retail / Sports Equipment and Outdoor Gear / Exercise and Fitness  
In-Market / Retail / Sports Equipment and Outdoor Gear / Exercise and Fitness / Home Gyms  
In-Market / Retail / Sports Equipment and Outdoor Gear / Exercise and Fitness / Workout and Yoga  
In-Market / Retail / Sports Equipment and Outdoor Gear / Exercise Electronics  
In-Market / Services / Health  
In-Market / Services / Health / Dental  
In-Market / Services / Health / Home Health Care  
In-Market / Services / Health / Medical  
In-Market / Services / Health / Pharmacies  
In-Market / Services / Personal Care / Fitness Centers  
In-Market / Sports / Fitness  
In-Market / Sports Equipment & Outdoor Gear / Fitness Equipment  
In-Market / US / Canada / In-Market / Health & Wellness  
In-Market / US / Canada / In-Market / Health & Wellness / Natural Wellness  
In-Market / US / Canada / In-Market / Health & Wellness / Weight Loss & Supplements  
In-Market / US / Canada / In-Market / Sports / Fitness  
In-Market / US / Canada / Retail / Health & Wellness  
In-Market / US / Canada / Retail / Health & Wellness / Natural Wellness  
In-Market / US / Canada / Retail / Health & Wellness / Weight Loss & Supplements  
In-Market / US / Canada / Retail / Sports / Fitness  
India / Health  
Industries / Healthcare  
Infectious Disease Healthcare Providers  
Inspired / Personas / Fitness Enthusiasts  
Inspired / Personas / Health and Beauty Buyer Persona  
Inspired / Personas / Health and Wellbeing Enthusiast Persona



Insurance / ACA Health Insurance Purchasers / ACA Health Insurance Purchasers: Highly Likely  
Insurance / ACA Health Insurance Purchasers / ACA Health Insurance Purchasers: Likely  
Insurance / ACA Health Insurance Purchasers / ACA Health Insurance Purchasers: Unlikely  
Insurance / BlueCross BlueShield Medical Insurance  
Insurance / Dental Insurance Owners  
Insurance / Employer Provided Health Insurance Holders / Employer Provided Health Insurance Holders: Highly Likely  
Insurance / Employer Provided Health Insurance Holders / Employer Provided Health Insurance Holders: Likely  
Insurance / Employer Provided Health Insurance Holders / Employer Provided Health Insurance Holders: Unlikely  
Insurance / Group Retiree Health Plan Members  
Insurance / Has A Private Health Insurance (Power Reach)  
Insurance / Has A Private Health Insurance (Super Target)  
Insurance / Health Insurance  
Insurance / Health Insurance (personal)  
Insurance / Health Insurance (through work)  
Insurance / Health Insurance / Likely Acquisition Channel  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance from a Fraternal or Other Membership Group  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance from a Union  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance from Agent or Broker Representing Many Companies  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance from an Agent Representing One Company  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance from Medicaid  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance from Medicare  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance from Other Government Source  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance Through Direct Mail or Phone Contact  
Insurance / Health Insurance / Likely Acquisition Channel / Medical Insurance Through the Internet  
Insurance / Health Insurance / Likely Brand  
Insurance / Health Insurance / Likely Brand / Aetna  
Insurance / Health Insurance / Likely Brand / Aflac

Insurance / Health Insurance / Likely Brand / Bankers Life & Casualty  
Insurance / Health Insurance / Likely Brand / Cigna  
Insurance / Health Insurance / Likely Brand / Delta Dental  
Insurance / Health Insurance / Likely Brand / Group Health Cooperative  
Insurance / Health Insurance / Likely Brand / Health Net  
Insurance / Health Insurance / Likely Brand / Humana  
Insurance / Health Insurance / Likely Brand / Kaiser Permanente  
Insurance / Health Insurance / Likely Brand / Mutual of Omaha  
Insurance / Health Insurance / Likely Brand / Oxford  
Insurance / Health Insurance / Likely Brand / PacifiCare  
Insurance / Health Insurance / Likely Brand / State Farm  
Insurance / Health Insurance / Likely Brand / Unicare  
Insurance / Health Insurance / Likely Brand / United Healthcare  
Insurance / Health Insurance / Likely to Have  
Insurance / Health Insurance / Likely to Have / Dental Insurance  
Insurance / Health Insurance / Likely to Have / Have Long Term Care Insurance  
Insurance / Health Insurance / Likely to Have / No Major Medical Insurance  
Insurance / Health Insurance / Likely to Have / You Alone  
Insurance / Health Insurance / Likely to Have / You and Other Household Members  
Insurance / HealthInsurance / HealthInsurance  
Insurance / Medical Insurance / Dental Insurance(RU)  
Insurance / Medical Insurance / Vision Insurance(RU)  
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 / Other Insurance / Likely other Medical Insurance / Long Term Care Insurance  
Insurance / Other Insurance / Likely other Medical Insurance / Vision Care Insurance

Insurance / Prescription Drug Plan Policyholders  
Insurance / Purchase Behaviour / High Spenders on Medical Insurance  
Insurance / Self-Insured (Health) / Self-Insured (Health): Highly Likely  
Insurance / Self-Insured (Health) / Self-Insured (Health): Likely  
Insurance / Self-Insured (Health) / Self-Insured (Health): Unlikely  
Insurance / Self-Insured Dental Customers / Self-Insured Dental Customers: Highly Likely  
Insurance / Self-Insured Dental Customers / Self-Insured Dental Customers: Likely  
Insurance / Self-Insured Dental Customers / Self-Insured Dental Customers: Unlikely  
Insurance / Uninsured (Health) / Uninsured (Health): Highly Likely  
Insurance / Uninsured (Health) / Uninsured (Health): Likely  
Insurance / Uninsured (Health) / Uninsured (Health): Unlikely  
Insurance / United Healthcare Medical Insurance  
Insurance / Works for a Small Company that Offers Health Insurance / Works for a Small Company that Offers Health Insurance: Highly Likely  
Insurance / Works for a Small Company that Offers Health Insurance / Works for a Small Company that Offers Health Insurance: Likely  
Insurance / Works for a Small Company that Offers Health Insurance / Works for a Small Company that Offers Health Insurance: Unlikely  
Insurance Policies Held / Private Health Insurance  
Insurance Services / Dental Insurance  
Insurance Services / Health Care Insurance  
Intent - Health & Fitness  
Intent / Fitness & Health  
Intent / Bank and Insurance / Dental Insurance  
Intent / Bank and Insurance / Health Insurance  
Intent / Beauty / Health & Beauty  
Intent / Beauty / Health Care  
Intent / Beauty / Health Care / Fitness & Nutrition  
Intent / Beauty / Health Care / Medicine & Drugs  
Intent / Beauty / Weight Loss  
Intent / Charity / Mental Health / Consider  
Intent / Charity / Mental Health / Donated  
Intent / CPG / Dairy / Digestive Health Non Yogurt  
Intent / CPG / Dairy / Digestive Health Yogurt  
Intent / CPG / Diet Foods  
Intent / CPG / Frozen Foods / Frozen Entree / Healthy Choice  
Intent / CPG / Frozen Foods / Frozen Entree / Healthy Choice / Cafe Steamers

Intent / CPG / Frozen Foods / Frozen Entree / Weight Watchers  
Intent / CPG / Frozen Foods / Frozen Entree / Weight Watchers / Smart Ones  
Intent / CPG / Groceries / Novelty / Weight Watchers  
Intent / CPG / Groceries / Nutritional  
Intent / CPG / Groceries / Nutritional / Ensure  
Intent / CPG / Groceries / Shelf Stable Liquid Soup / Campbells / Chunky / Healthy Request  
Intent / CPG / Groceries / Shelf Stable Liquid Soup / Campbells / Healthy Request  
Intent / CPG / Health and Beauty  
Intent / CPG / Health and Beauty / Allergy Relief  
Intent / CPG / Health and Beauty / Cough and Cold Relief  
Intent / CPG / Health and Beauty / Cough and Cold Relief / Halls  
Intent / CPG / Health and Beauty / Cough and Cold Relief / Tums  
Intent / CPG / Health and Beauty / Ear Care  
Intent / CPG / Health and Beauty / Eye Care  
Intent / CPG / Health and Beauty / Hair Care  
Intent / CPG / Health and Beauty / Hair Care / Goody  
Intent / CPG / Health and Beauty / Medical Supplies  
Intent / CPG / Health and Beauty / Oral Care / Aquafresh  
Intent / CPG / Health and Beauty / Oral Care / Arm and Hammer  
Intent / CPG / Health and Beauty / Oral Care / Chap Stick  
Intent / CPG / Health and Beauty / Oral Care / Colgate  
Intent / CPG / Health and Beauty / Oral Care / Crest  
Intent / CPG / Health and Beauty / Oral Care / Listerine  
Intent / CPG / Health and Beauty / Oral Care / Oral B  
Intent / CPG / Health and Beauty / Oral Care / Sensodyne  
Intent / CPG / Health and Beauty / Pain Relievers / Advil  
Intent / CPG / Health and Beauty / Pain Relievers / Aleve  
Intent / CPG / Health and Beauty / Pain Relievers / Bayer  
Intent / CPG / Health and Beauty / Skin Care  
Intent / CPG / Health and Beauty / Skin Care / Facial  
Intent / CPG / Health and Beauty / Stomach Care  
Intent / CPG / Health and Beauty / Vitamins  
Intent / CPG / Health and Beauty / Vitamins / Nature Made  
Intent / CPG / Health and Beauty / Vitamins / Natures Bounty

Intent / CPG / Health and Beauty / Vitamins / Sundown Natural  
Intent / CPG / Health Food  
Intent / CPG / Health Food / Dried Fruit  
Intent / CPG / Health Food / Dried Fruit / Sun Maid  
Intent / CPG / Health Food / Dried Fruit / Sunsweet  
Intent / CPG / Household Supplies / First Aid  
Intent / CPG / Household Supplies / First Aid / Johnson and Johnson  
Intent / Finance and Insurance / Health  
Intent / Financial Intent / Insurance / Health  
Intent / Health  
Intent / Health / Fitness & Nutrition  
Intent / Health / Fitness Equipment  
Intent / Health / Fitness Services  
Intent / Health / Health Foods & Vitamins  
Intent / Health / Medicine  
Intent / Health / Medicines & Prescriptions  
Intent / Health / Spa & Wellness  
Intent / Health & Fitness  
Intent / Health and personal care  
Intent / Health\_&\_Fitness  
Intent / Health\_&\_Fitness / New\_Health\_&\_Fitness\_Buffs  
Intent / Mobile App / Healthy Living  
Intent / Pharmaceutical / Pharmacy Patrons - Cookies  
Intent / Pharmaceutical / Pharmacy\_Patrons  
Intent / Propensity / Finance / Insurance / Insurance / Health  
Intent / Services / Health Medicine  
Intent / Services / Medicine and Health  
Intent / Services / Personal Services and Care / Health Club  
Intent / Services / Restaurants / Health and Vegan  
Intent / Shopping / CPG / FMCG / Health and Beauty  
Intent / Shopping / Health and Beauty  
Intent / Sports / Exercise & Fitness  
Intent / Web / Healthy Living  
Interesse Online / Fitness e Nutricao  
Interest - \$0.00 / Brazil / Health  
Interest - \$0.00 / India / Health  
Interest - \$0.00 / Mexico / Health  
Interest - \$0.00 / New Zealand / Diet and Exercise  
Interest - \$0.00 / New Zealand / Health  
Interest - \$0.00 / Singapore / Health  
Interest - \$0.00 / US / Canada / Interests / CPG / Health & Beauty  
Interest - \$0.00 / US / Canada / Interests / CPG / Health & Beauty / Diet & Nutrition  
Interest - \$0.00 / US / Canada / Interests / CPG / Health & Beauty / Skincare

Interest - \$0.00 / US / Canada / Interests / CPG / Health & Beauty / Sports Nutrition  
Interest - Deprecated / Brazil / Health  
Interest - Deprecated / Mexico / Health  
Interest - Diet  
Interest - Fitness  
INTEREST - Fitness & Health  
Interest - Health  
Interest - Health & Fitness  
INTEREST - Healthcare  
INTEREST - Healthcare - Vitamins & Supplements  
INTEREST - Weight Control  
Interest - Wellness  
Interest (Affinity) / Eating Styles / Healthy  
Interest (Affinity) / Eating Styles / Low Sugar Diet  
Interest (Affinity) / Eating Styles / Weight Conscious  
Interest (Affinity) / Product Categories / Health and Beauty Products  
Interest (Affinity) / Product Categories / Health and Beauty Products / Eye Care  
Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Interest (Affinity) / Product Categories / Health and Beauty Products / Oral Care  
Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins  
Interest / Arts & Entertainment / Reading / Medical/Health  
Interest / Baby / Baby Health  
Interest / Baby / Infant & Toddler Nutrition  
Interest / beauty / dental care  
Interest / beauty / diet  
Interest / beauty / health foods\_supplement  
Interest / Brazil / Health  
Interest / Breast Cancer Awareness Month  
Interest / CPG / Health & Beauty  
Interest / CPG / Health & Beauty / Bath products  
Interest / CPG / Health & Beauty / Hair Care  
Interest / CPG / Health & Beauty / Pharma  
Interest / CPG / Health & 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 / Triathlon  
Interest / Diet and Fitness / Yoga  
Interest / Family / Health  
Interest / Finance / Health Insurance  
Interest / Finance / Insurance / Health Insurance  
Interest / Finance / Insurance Health (Canada)  
Interest / Finance / Stocks / Pharma & Healthcare

Interest / Fitness  
Interest / Fitness Enthusiasts (Running/Gym/Sport)  
Interest / Food / Diet and Weight Loss  
Interest / Food & Drink / Food / Healthy food  
Interest / Food & Drink / Food Allergies  
Interest / Food & Drink / Health Food  
Interest / Food & Drink / Healthy Cooking and Eating  
Interest / Food & Drink / Healthy Eating  
Interest / Food & Drink / Healthy Food  
Interest / Food & Drink / Vegan Diets  
Interest / Food & Drink / Vegetarian Diets  
Interest / Food and Drink / Eating Styles / Healthy  
Interest / Food and Drink / Healthy Eating  
Interest / Food and Drinks / Healthy Eating  
Interest / General Interest / Health  
Interest / General Topics / Health  
Interest / Health  
Interest / Health (EN), Salud (ES), Saude (PT)  
Interest / Health / Adult Diseases (Prevention)  
Interest / Health / Aging  
Interest / Health / Alternative Medicine  
Interest / Health / Children's Health  
Interest / Health / Dental Care  
Interest / Health / Dental health  
Interest / Health / Diet  
Interest / Health / Diet & Weight Loss  
Interest / Health / Eldery Goods  
Interest / Health / Exercise  
Interest / Health / Fitness  
Interest / Health / Gym/Aerobics  
Interest / Health / Gyms  
Interest / Health / Health & Fitness  
Interest / Health / Health and Disease  
Interest / health / health care  
Interest / Health / Health care items  
Interest / Health / health food  
Interest / Health / Health Service  
Interest / Health / Healthy Eating  
Interest / Health / Healthy Lifestyle  
Interest / Health / Healthy Living  
Interest / Health / Insurance  
Interest / health / Kampo  
Interest / Health / Medication / Allergy  
Interest / Health / Medication / Cold and Flu  
Interest / Health / Medication / Eyes  
Interest / Health / Medication / Sedatives and  
Sleeping Pills  
Interest / Health / Men's Health  
Interest / Health / Men's Nutrition  
Interest / Health / No Smoking  
Interest / Health / Nutrition  
Interest / health / nutrition care  
Interest / Health / Oral Care

Interest / Health / Organic Food  
Interest / Health / Pollen Allergy  
Interest / Health / Posture Correction  
Interest / Health / Senior Nutrition  
Interest / Health / Sleep Disorders  
Interest / Health / Smoking Cessation  
Interest / Health / Vegetarians & Vegans  
Interest / Health / Vitamin/Protein  
Interest / Health / Weight Loss  
Interest / Health / Women's Health  
Interest / Health / Women's Nutrition  
Interest / Health / Yoga & Pilates  
Interest / Health / Yoga/Pilates  
Interest / Health & Fitness / Diet / Calorie Counters  
Interest / Health & Fitness / Fitness / Fitness  
enthusiasts  
Interest / Health & Fitness / Runners  
Interest / Health & Fitness / Runners.  
Interest / Health & Fitness Lovers  
Interest / Health and Fitness  
Interest / Health and Fitness (App Usage)  
Interest / Health and Fitness / Diet Products /  
Weight Loss  
Interest / Health and Fitness / Fitness and Gym  
Interest / Health and Fitness / Medicine  
Interest / Health and Personal Care  
Interest / Health and Personal Care / Fitness  
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 / Women's  
Health  
Interest / Health and wellbeing  
Interest / Health and wellbeing / Fitness and exercise  
Interest / Health Beauty & Personal Care  
Interest / Health Beauty & Personal Care / Face &  
Body Care  
Interest / Health Beauty & Personal Care / Fitness  
Interest / Health Beauty & Personal Care / Fitness /  
Dieting & Weight Loss  
Interest / Health Beauty & Personal Care / Fitness /  
Strength Training  
Interest / Health Beauty & Personal Care / Hair Care  
Interest / Health Beauty & Personal Care / Health  
Interest / Health Beauty & Personal Care / Health /  
Allergies  
Interest / Health Beauty & Personal Care / Health /  
Natural Medicine  
Interest / Health Beauty & Personal Care / Nutrition  
Interest / Health Beauty & Personal Care / Wellness  
Interest / Health Beauty & Style / Vitamins &  
Supplements

Interest / Health\_&\_Fitness  
Interest / Health\_&\_Fitness / Avid\_Cyclists  
Interest / Health\_&\_Fitness / Avid\_Hikers  
Interest / Health\_&\_Fitness / Avid\_Runners  
Interest / Health\_&\_Fitness / Avid\_Skiers  
Interest / Health\_&\_Fitness / Avid\_Surfers  
Interest / Health\_&\_Fitness / Calorie\_Counters  
Interest / Health\_&\_Fitness /  
Fitness\_Device\_Owners  
Interest / Health\_&\_Fitness /  
Health\_&\_Fitness\_Enthusiasts  
Interest / Health, Beauty & Personal Care  
Interest / Health, Beauty & Personal Care / Fitness  
Interest / Health, Beauty & Personal Care / Nutrition  
Interest / Health, Beauty and Style  
Interest / Health, Beauty and Style / Dieting and  
Weight Loss  
Interest / Health, Beauty and Style / Health  
Interest / Health, Beauty and Style / Health /  
Allergies  
Interest / Health, Beauty and Style / Health /  
Alternative Medicine  
Interest / Health, Beauty and Style / Nutrition  
Interest / Health, Beauty and Style / Personal Care  
Interest / Health, Beauty and Style / Vitamins and  
Supplements  
Interest / Health, Beauty and Style / Wellness  
Interest / Healthy Living  
Interest / Healthy Living / Children's Health  
Interest / Healthy Living / Fitness  
Interest / Healthy Living / Fitness and Exercise  
Interest / Healthy Living / Men's Health  
Interest / Healthy Living / Nutrition  
Interest / Healthy Living / Nutrition and Diets  
Interest / Healthy Living / Weight Loss  
Interest / Healthy Living / Wellness  
Interest / Healthy Living / Wellness / Alternative  
Medicine  
Interest / Healthy Living / Wellness / Alternative  
Medicine / Herbs and Supplements  
Interest / Healthy Living / Wellness / Physical  
Therapy  
Interest / Healthy Living / Wellness / Smoking  
Cessation  
Interest / Healthy Living / Women's Health  
Interest / India / Health  
Interest / insurance / health insurance  
Interest / insurance / medical insurance  
Interest / Lifestyle / Healthy Living  
Interest / Lifestyle / Smoking  
Interest / Lifestyles / Healthy Living  
Interest / Medical Health

Interest / Medical Health / Cosmetic Medical  
Services  
Interest / Medical Health / Diseases and Conditions  
Interest / Medical Health / Diseases and Conditions /  
Bone and Joint Conditions  
Interest / Medical Health / Diseases and Conditions /  
Cold and Flu  
Interest / Medical Health / Diseases and Conditions /  
Ear, Nose and Throat Conditions  
Interest / Medical Health / Diseases and Conditions /  
Endocrine and Metabolic Diseases  
Interest / Medical Health / Diseases and Conditions /  
Eye and Vision Conditions  
Interest / Medical Health / Diseases and Conditions /  
Foot Health  
Interest / Medical Health / Diseases and Conditions /  
Injuries  
Interest / Medical Health / Diseases and Conditions /  
Injuries / First Aid  
Interest / Medical Health / Diseases and Conditions /  
Lung and Respiratory Health  
Interest / Medical Health / Diseases and Conditions /  
Skin and Dermatology  
Interest / Medical Health / Medical Tests  
Interest / Medical Health / Vaccines  
Interest / Mexico / Health  
Interest / New Zealand / Diet and Exercise  
Interest / New Zealand / Health  
Interest / Nutrition  
Interest / Personal Finance / Financial Assistance /  
Government Support and Welfare  
Interest / Personal Finance / Insurance / Health  
Insurance  
Interest / Politics & Society / Charities & Non-Profits  
/ Health  
Interest / Politics & Society / Charities & Non-Profits  
/ Social Services/Welfare  
Interest / Politics and Society / Charities and Non-  
Profits / Health  
Interest / Politics and Society / Charities and Non-  
Profits / Social Services/Welfare  
Interest / Purchase Behaviors / Financial Products /  
Health Insurance  
Interest / Purchase Behaviors / Shopping / Health  
and Beauty  
Interest / recipe / diet  
Interest / Science and Humanities / Medical and  
Health Sciences  
Interest / Seasonal / Spring / Allergies  
Interest / Seasonal / Winter / Cold and Flu  
Interest / Singapore / Health  
Interest / society / welfare\_care  
Interest / Society / Welfare\_Nursing

Interest / Sport / Fitness  
Interest / Sports / Fitness  
Interest / Sports / Weight Training  
Interest / Sports / Weightlifting  
Interest / Sports and Recreation / Fitness  
Interest / Sports and Recreation / Fitness / Aerobics  
Interest / Sports and Recreation / Fitness / Strength Training  
Interest / Sports and Recreation / Fitness / Yoga and Pilates  
Interest / US / Canada / Interests / CPG / Health & Beauty  
Interest / US / Canada / Interests / CPG / Health & Beauty / Diet & Nutrition  
Interest / US / Canada / Interests / CPG / Health & Beauty / Skincare  
Interest / US / Canada / Interests / CPG / Health & Beauty / Sports Nutrition  
Interest / US / Canada / Seasonal / Breast Cancer Awareness Month  
Interest / Wellness  
Interest & Activity / Health & Fitness  
Interest & Activity / Health & Fitness / Avid Cyclists - Cookies  
Interest & Activity / Health & Fitness / Avid Hikers - Cookies  
Interest & Activity / Health & Fitness / Avid Runners - Cookies  
Interest & Activity / Health & Fitness / Avid Skiers - Cookies  
Interest & Activity / Health & Fitness / Calorie Counters - Cookies  
Interest & Activity / Health & Fitness / Fitness Device Owners - Cookies  
Interest & Activity / Health & Fitness / Health & Fitness Enthusiasts - Cookies  
Interest Based / Health & Fitness / Health Nuts (Updated)  
Interest Based / Health & Fitness / Symptoms and Diagnosis (Updated)  
Interest from Social Activity > Essilor > Vertical > Laser Vision Correction  
Interest from Social Activity > Essilor > Vertical > Vision Care  
Interest from Social Activity > Prestige Brands > Custom > Motion Sickness LR  
Interest/Hobbies / Beauty/Healthcare / Segment Plus - Dental Care  
Interest/Hobbies / Beauty/Healthcare / Segment Plus - Dental Care(High Interest)  
Interest/Hobbies / Beauty/Healthcare / Segment Plus - Dieting

Interest/Hobbies / Beauty/Healthcare / Segment Plus - Dieting(High Interest)  
Interest/Hobbies / Groceries / Segment Plus - Health Products  
Interest/Hobbies / Groceries / Segment Plus - Health Products(High Interest)  
Interested in / Health/Beauty Products  
Interested in Exercise  
Interested In Health (Power Reach)  
Interested In Health (Super Target)  
Interested In Nutrition And Health (Power Reach)  
Interested In Nutrition And Health (Super Target)  
Interested In Weight Loss (Power Reach)  
Interested In Weight Loss (Super Target)  
Interested in Wellness  
Interested In Wellness (Power Reach)  
Interested In Wellness (Super Target)  
Interested In: Health / Beauty Products  
Interests / Arts & Entertainment / Reading / Medical/Health  
Interests / Cooking, Food and Beverage / Nutritional Foods  
Interests / Fitness  
Interests / Fitness / Wellness  
Interests / General Interests / Nutrition And Gastronomy  
Interests / Health and Well-Being  
Interests / Health and wellbeing  
Interests / Health and wellbeing / Diet  
Interests / Health and wellbeing / Fitness and exercise  
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 / Health, Beauty and Personal Care / Health and Fitness / Diet  
Interests / Health, Beauty and Personal Care / Health and Fitness / Diet / Dieting and Weight Loss  
Interests / Health, Beauty and Personal Care / Health and Fitness / Diet / Weight Management  
Interests / Health, Beauty and Personal Care / Health and Fitness / Fitness  
Interests / Health, Beauty and Personal Care / Health and Fitness / Fitness -- Co-op Sourced  
Interests / Health, Beauty and Personal Care / Health and Fitness / Health  
Interests / Health, Beauty and Personal Care / Health and Fitness / Physical Fitness Clubs  
Interests / Health, Beauty and Personal Care / Health and Indoor Activity -- Co-op Sourced

Interests / Interested In: Alternative Healthcare (Power Reach)  
Interests / Interested In: Alternative Healthcare (Super Target)  
Interests / Interested In: Diet Tips (Power Reach)  
Interests / Interested In: Diet Tips (Super Target)  
Interests / Interested in: Exercise  
Interests / Interested In: Exercise (Power Reach)  
Interests / Interested In: Exercise (Super Target)  
Interests / Interested In: Health And Healthcare (Power Reach)  
Interests / Interested In: Health And Healthcare (Super Target)  
Interests / Interested In: Healthy Foods (Power Reach)  
Interests / Interested In: Healthy Foods (Super Target)  
Interests / Lifestyles / Healthy Living  
Interests / Mobile App / Health and Wellness  
Interests / Mobile App / Health and Wellness / OTC Health  
Interests / Pharmacy Buyers  
Interests / Topics / De-stress (Female)  
Interests / Topics / Diet and Weight Loss (Female)  
Interests / Topics / Health and Sports  
Interests / Topics / Health Diet  
Interests / Topics / Stress and Diet  
International / Asia-Pacific (APAC) / Australia / Lifestyle & Lifestage / Behavioral / Gym and Fitness Lifestyle  
International / Asia-Pacific (APAC) / Australia / Retail / Behavioral / Health Food Shoppers  
International / Asia-Pacific (APAC) / Hong Kong / Lifestyle & Lifestage / Behavioral / Gym and Fitness Lifestyle  
International / Asia-Pacific (APAC) / Hong Kong / Retail / Behavioral / Health Food Shoppers  
International / Asia-Pacific (APAC) / Hong Kong / Retail / Pharmacy (Drug Stores) / Watsons  
International / Asia-Pacific (APAC) / Japan / Lifestyle & Lifestage / Behavioral / Gym and Fitness Lifestyle  
International / Asia-Pacific (APAC) / Japan / Retail / Behavioral / Health Food Shoppers  
International / Asia-Pacific (APAC) / Singapore / Lifestyle & Lifestage / Behavioral / Gym and Fitness Lifestyle  
International / Asia-Pacific (APAC) / Singapore / Retail / Behavioral / Health Food Shoppers  
International / Asia-Pacific (APAC) / Singapore / Retail / Pharmacy (Drug Stores) / Watsons  
IQ / Geo-Behavioural / Health and Beauty / Female Hair and Beauty Customers

IQ / Geo-Behavioural / Healthcare / Pharmacy Shoppers  
IQ / Geo-Behavioural / Healthcare / Visits Healthcare Facilities  
Issue Most Important / Improving Health Services and Hospitals  
Issue of Most Importance / Improving Health Services and Hospitals  
Italy (IT) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Eating Styles / Healthy  
Italy (IT) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
Italy (IT) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Gyms  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Running and Jogging  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Walking  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss  
Italy (IT) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition  
Italy (IT) / Lifestyles / Enthusiasts / Healthy Living  
Italy (IT) / Retail / In-Market / Health and Fitness  
Italy (IT) / Retail / In-Market / Health and Fitness / Fitness  
Italy (IT) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
Italy (IT) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
Italy / Behavioral - Lifestyle and Lifestage / Gym and Fitness Lifestyle  
Italy / Behavioral - Retail / Health Food Shoppers  
Italy / Health & Fitness / Diet and Weight Loss  
Italy / Health & Fitness / Diet and Weight Loss  
Italy / Healthcare and medicine / IT > Charity  
Italy / Healthcare and medicine / IT > Dental Care  
Italy / Healthcare and medicine / IT > Diet and nutrition  
Italy / Healthcare and medicine / IT > Health and Care Products  
Italy / Healthcare and medicine / IT > Healthcare and medicine

Italy / Interest / Health and Beauty  
Italy / Interest / Health and Beauty / Anatomy  
Italy / Interest / Health and Beauty / Child Care  
Italy / Interest / Health and Beauty / Dentist  
Italy / Interest / Health and Beauty / Diet and nutrition  
Italy / Interest / Health and Beauty / Hair Products  
Italy / Interest / Health and Beauty / Health  
Italy / Interest / Health and Beauty / Health and Care Products  
Italy / Interest / Health and Beauty / Healthcare and medicine  
Italy / Interest / Health and Beauty / Medicine  
Italy / Interest / Health and Beauty / Pharmacy  
Italy / Interest / Health and Beauty / Relaxation Therapy  
Italy / Interest / Health and Beauty / Tobacco  
Italy / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
Italy / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
Italy / Interests / Healthy Living / Health and Fitness Enthusiasts  
Italy / Interests / Healthy Living / Health and Fitness Enthusiasts  
Italy / Interests / Healthy Living / Organic & Eco Conscious  
Italy / Interests / Healthy Living / Organic & Eco Conscious  
Italy / Interests / Sports / Fitness Fanatics  
Italy / Interests / Sports / Fitness Fanatics  
Italy Custom Segments / General Health & Beauty  
Italy Custom Segments / Male Health & Beauty  
Japan (JP) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Eating Styles / Healthy  
Japan (JP) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
Japan (JP) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Japan (JP) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins  
Japan (JP) / Financial Services / Insurance / Interest (Affinity) / Health Insurance  
Japan (JP) / Hobbies and Interests (Affinity) / Health and Fitness  
Japan (JP) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
Japan (JP) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness (Kenko)

Japan (JP) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness (Kenko) / Dieting and Weight Loss  
Japan (JP) / Lifestyles / Enthusiasts (Aikouka) / Healthy Living  
Japan (JP) / Retail / In-Market / Health and Fitness  
Japan (JP) / Retail / In-Market / Health and Fitness / Fitness  
Japan (JP) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
Japan (JP) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
Japan / Master Interests / Health & Fitness / Beauty Service  
Japan / Master Interests / Health & Fitness / Hospital  
JO / Geo-Behavioural / Health and Beauty / Female Hair and Beauty Customers  
JO / Geo-Behavioural / Healthcare / Pharmacy Shoppers  
JO / Geo-Behavioural / Healthcare / Visits Healthcare Facilities  
Johnson and Johnson / Clean & Clear Acne Likely Triers  
Johnson and Johnson / Clean & Clear Current Brand Buyer  
Johnson and Johnson / Neutrogena Oil Free Acne Current Brander Buyer  
Johnson and Johnson / Neutrogena Oil Free Acne Likely Triers  
JP / Category / Health And Diet Food Visitors  
JPN / healthcare  
JPN / healthcare / dental clinic visitors  
JPN / healthcare / health goods shoppers  
JPN / healthcare / pharmacy shoppers  
JPN / retail / sporting goods & fitness shoppers  
Juice and healthy living  
Keyword / Finance / Health Insurance  
Keyword / Food and Cooking / Quick & Healthy Meals  
Keyword / Health & Hygiene / Arthritis Treatment  
Keyword / Health & Hygiene / Athlete's Foot  
Keyword / Health & Hygiene / Blood Sugar Management  
Keyword / Health & Hygiene / Cholesterol  
Keyword / Health & Hygiene / Eczema Treatment  
Keyword / Health & Hygiene / Healthies  
Keyword / Health & Hygiene / Men's Hygiene  
Keyword / Health & Hygiene / Optometry  
Keyword / Health & Hygiene / Personal Hygiene  
Keyword / Health & Hygiene / Psoriasis Treatment  
Keyword / Health & Hygiene / Skin Care



Keyword / Health & Hygiene / Skincare & Cosmetic Brands  
Keyword / Health & Hygiene / Spine  
Keyword / Health & Hygiene / Vitamin Users  
Keyword / Health & Hygiene / Weight-loss Seekers  
Keyword / Healthcare Solutions  
Keyword / US / Finance / Health Insurance  
Keyword / US / Food and Cooking / Quick & Healthy Meals  
Keyword / US / Health & Hygiene / Arthritis Treatment  
Keyword / US / Health & Hygiene / Athlete's Foot  
Keyword / US / Health & Hygiene / Blood Sugar Management  
Keyword / US / Health & Hygiene / Cholesterol  
Keyword / US / Health & Hygiene / Dental Work  
Keyword / US / Health & Hygiene / Eczema Treatment  
Keyword / US / Health & Hygiene / Healthies  
Keyword / US / Health & Hygiene / Men's Hygiene  
Keyword / US / Health & Hygiene / Optometry  
Keyword / US / Health & Hygiene / Personal Hygiene  
Keyword / US / Health & Hygiene / Psoriasis Treatment  
Keyword / US / Health & Hygiene / Skin Care  
Keyword / US / Health & Hygiene / Skincare & Cosmetic Brands  
Keyword / US / Health & Hygiene / Spine  
Keyword / US / Health & Hygiene / Vitamin Users  
Keyword / US / Health & Hygiene / Weight-loss Seekers  
Keyword / US / Healthcare Solutions  
Keyword / US / Sports / Weightlifting  
Keywords / Australia / Nonprofit / World Vision  
Keywords / US / Finance / Health Insurance  
Keywords / US / Food and Cooking / Quick & Healthy Meals  
Keywords / US / Health & Hygiene / Arthritis Treatment  
Keywords / US / Health & Hygiene / Athlete's Foot  
Keywords / US / Health & Hygiene / Blood Sugar Management  
Keywords / US / Health & Hygiene / Cholesterol  
Keywords / US / Health & Hygiene / Dental Work  
Keywords / US / Health & Hygiene / Eczema Treatment  
Keywords / US / Health & Hygiene / Healthies  
Keywords / US / Health & Hygiene / Men's Hygiene  
Keywords / US / Health & Hygiene / Optometry  
Keywords / US / Health & Hygiene / Personal Hygiene  
Keywords / US / Health & Hygiene / Psoriasis Treatment

Keywords / US / Health & Hygiene / Skin Care  
Keywords / US / Health & Hygiene / Skincare & Cosmetic Brands  
Keywords / US / Health & Hygiene / Spine  
Keywords / US / Health & Hygiene / Vitamin Users  
Keywords / US / Health & Hygiene / Weight-loss Seekers  
Keywords / US / Healthcare Solutions  
Keywords / US / Sports / Weightlifting  
Keywords / Australia / Nonprofit / World Vision  
Keywords / US / Finance / Health Insurance  
Keywords / US / Food and Cooking / Quick & Healthy Meals  
Keywords / US / Health & Hygiene / Arthritis Treatment  
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Keywords / US / Health & Hygiene / Cholesterol  
Keywords / US / Health & Hygiene / Dental Work  
Keywords / US / Health & Hygiene / Eczema Treatment  
Keywords / US / Health & Hygiene / Healthies  
Keywords / US / Health & Hygiene / Men's Hygiene  
Keywords / US / Health & Hygiene / Optometry  
Keywords / US / Health & Hygiene / Personal Hygiene  
Keywords / US / Health & Hygiene / Psoriasis Treatment  
Keywords / US / Health & Hygiene / Skin Care  
Keywords / US / Health & Hygiene / Skincare & Cosmetic Brands  
Keywords / US / Health & Hygiene / Spine  
Keywords / US / Health & Hygiene / Vitamin Users  
Keywords / US / Health & Hygiene / Weight-loss Seekers  
Keywords / US / Healthcare Solutions  
Keywords / US / Sports / Weightlifting Knowledgeables  
KW / Geo-Behavioural / Health and Beauty / Female Hair and Beauty Customers  
KW / Geo-Behavioural / Healthcare / Pharmacy Shoppers  
KW / Geo-Behavioural / Healthcare / Visits Healthcare Facilities  
Landscape Segments H3 Welfare Communities  
LATAM / COLOMBIA / Interest / Health (EN), Salud (ES), Saude (PT)  
LATAM / COLOMBIA / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
LATAM / Fitness, Running & Yoga  
LATAM / Health & Beauty visitors

LATAM / MEXICO / Interest / Health (EN), Salud (ES), Saude (PT)  
LATAM / MEXICO / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
LATAM / USA - HISPANICS / Interest / Health (EN), Salud (ES), Saude (PT)  
LATAM / USA - HISPANICS / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
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 / Health and Fitness  
Latin America / Mexico / Health and Fitness  
Life Style / Health and Wellness  
Lifestage / Active and Healthy Living  
Lifestyle / 10+ Prescriptions Taken by Household  
Lifestyle / Activities / Fitness Enthusiasts - Extreme Confidence (Mobile)  
Lifestyle / Activities / Weight Lifting Enthusiasts - Extreme Confidence (Web)  
Lifestyle / Breast Cancer Support Intender  
Lifestyle / Characteristics / Belong to health/fitness club or gym (Scarborough)  
Lifestyle / Characteristics / Tried to quit smoking past year (Scarborough)  
Lifestyle / Charitable Donations / Contributed to Healthcare/Medical (Scarborough)  
Lifestyle / Charities / Health  
Lifestyle / Conduct Own Research on Healthcare Topics  
Lifestyle / Devoted Exercisers  
Lifestyle / Events Attended / Health/wellness/fitness past year (Scarborough)  
Lifestyle / Events Attended/Places Visited / Went to Health/Wellness/Fitness Expo past year  
Lifestyle / Exercise Regularly  
Lifestyle / Fitness Buff  
Lifestyle / Fitness Fanatics  
Lifestyle / Food Supplements  
Lifestyle / Goals / Dieting  
Lifestyle / Goals / Quit Smoking  
Lifestyle / Gym And Fitness Centers  
Lifestyle / Gym and Fitness Centers / 24 Hour Fitness  
Lifestyle / Gym And Fitness Centers / 9Round  
Lifestyle / Gym And Fitness Centers / Anytime Fitness  
Lifestyle / Gym And Fitness Centers / Blink Fitness  
Lifestyle / Gym And Fitness Centers / Crossfit  
Lifestyle / Gym And Fitness Centers / Curves  
Lifestyle / Gym And Fitness Centers / Gold's Gym

Lifestyle / Gym And Fitness Centers / Jenny Craig Weightloss Center  
Lifestyle / Gym And Fitness Centers / Koko Fitclub  
Lifestyle / Gym And Fitness Centers / LA Fitness  
Lifestyle / Gym And Fitness Centers / New York Sports Clubs  
Lifestyle / Gym And Fitness Centers / Orangetheory  
Lifestyle / Gym And Fitness Centers / Planet Fitness  
Lifestyle / Gym And Fitness Centers / Powerhouse  
Lifestyle / Gym And Fitness Centers / Pure Barre  
Lifestyle / Gym And Fitness Centers / Retro Fitness  
Lifestyle / Gym And Fitness Centers / Snap Fitness  
Lifestyle / Gym And Fitness Centers / Weight Watchers  
Lifestyle / Gym And Fitness Centers / Workout Anytime  
Lifestyle / Gym and Fitness Centers / YMCA  
Lifestyle / Gym and Fitness Centers / Youfit Health Clubs  
Lifestyle / Gym and Health  
Lifestyle / Gym and Health / 24 Hour Fitness  
Lifestyle / Gym and Health / 9Round  
Lifestyle / Gym and Health / Anytime Fitness  
Lifestyle / Gym and Health / Blink Fitness  
Lifestyle / Gym and Health / CrossFit  
Lifestyle / Gym and Health / Curves  
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 / Weigh Watchers  
Lifestyle / Gym and Health / YMCA  
Lifestyle / Gym and Health / Youfit Health Clubs  
Lifestyle / Has Health Savings Account (HSA)  
Lifestyle / Has Tried To Give Up Smoking In Last 12 Months  
Lifestyle / Health  
Lifestyle / Health / Conducts Annual Research on Healthcare Topics (VDNA)  
Lifestyle / Health / Conducts Monthly Research on Healthcare Topics (VDNA)  
Lifestyle / Health / Conducts Weekly Research on Healthcare Topics (VDNA)

Lifestyle / Health / Contacts User (UK)  
Lifestyle / Health / Describes own health as average (VDNA)  
Lifestyle / Health / Describes own health as excellent (VDNA)  
Lifestyle / Health / Describes own health as good (VDNA)  
Lifestyle / Health / Diet  
Lifestyle / Health / Diet / Eat Organics (VDNA)  
Lifestyle / Health / Diet / Gluten Free (VDNA)  
Lifestyle / Health / Diet / Low Carb (VDNA)  
Lifestyle / Health / Diet / Paleo (UK)  
Lifestyle / Health / Diet / Paleo (VDNA)  
Lifestyle / Health / Diet / Vegan (UK)  
Lifestyle / Health / Diet / Vegetarian (VDNA)  
Lifestyle / Health / Do Insurance Research via Internet Search  
Lifestyle / Health / Exercise at gym or club at least twice a week (MRI)  
Lifestyle / Health / Exercise at home at least twice a week (MRI)  
Lifestyle / Health / Former Tobacco User  
Lifestyle / Health / Future Plan  
Lifestyle / Health / Future Plan / Would Consider Aetna  
Lifestyle / Health / Future Plan / Would Consider AIG  
Lifestyle / Health / Future Plan / Would Consider American Family  
Lifestyle / Health / Future Plan / Would Consider BlueCross and/or BlueShield  
Lifestyle / Health / Future Plan / Would Consider Cigna-HealthSpring  
Lifestyle / Health / Future Plan / Would Consider Coventry  
Lifestyle / Health / Future Plan / Would Consider Health Net  
Lifestyle / Health / Future Plan / Would Consider Humana  
Lifestyle / Health / Future Plan / Would Consider Kaiser  
Lifestyle / Health / Future Plan / Would Consider UnitedHealthcare  
Lifestyle / Health / Good Habits  
Lifestyle / Health / Good Habits / Cooks at home (VDNA)  
Lifestyle / Health / Good Habits / Exercises twice or more per week (VDNA)  
Lifestyle / Health / Good Habits / Limits sugar consumption (VDNA)  
Lifestyle / Health / Good Habits / Meditates (VDNA)  
Lifestyle / Health / Good Habits / Run/jog regularly (VDNA)

Lifestyle / Health / Has Prescription Plan via Employer  
Lifestyle / Health / Has Vision Coverage  
Lifestyle / Health / Health Care Provider  
Lifestyle / Health / Health Care Provider / Aetna (VDNA)  
Lifestyle / Health / Health Care Provider / Anthem (VDNA)  
Lifestyle / Health / Health Care Provider / Axa (UK)  
Lifestyle / Health / Health Care Provider / Bupa (UK)  
Lifestyle / Health / Health Care Provider / Cigna (VDNA)  
Lifestyle / Health / Health Care Provider / Medicaid/Medicare (VDNA)  
Lifestyle / Health / Health Care Provider / Simply health (UK)  
Lifestyle / Health / Health Care Provider / UnitedHealth (VDNA)  
Lifestyle / Health / Health Care Provider / Vitality (UK)  
Lifestyle / Health / HMO Medicare Advantage Plan  
Lifestyle / Health / Insurance  
Lifestyle / Health / Insurance / Has Aetna Health Insurance  
Lifestyle / Health / Insurance / Has BlueCross BlueShield Health Insurance  
Lifestyle / Health / Insurance / Has CIGNA Health Insurance  
Lifestyle / Health / Insurance / Has Dental Coverage (VDNA)  
Lifestyle / Health / Insurance / Has Health Savings Account (VDNA)  
Lifestyle / Health / Insurance / Has HMO Plan (VDNA)  
Lifestyle / Health / Insurance / Has Humana Health Insurance  
Lifestyle / Health / Insurance / Has PPO Plan (VDNA)  
Lifestyle / Health / Insurance / Has United Healthcare Health Insurance  
Lifestyle / Health / Insurance / Has Vision Coverage  
Lifestyle / Health / Insurance / Has Vision Coverage (VDNA)  
Lifestyle / Health / Insurance / Plan Choice Influenced By / Friends/Family (UK)  
Lifestyle / Health / Insurance / Plan Choice Influenced By / Insurance Agent/Broker (UK)  
Lifestyle / Health / Insurance / Plan Choice Influenced By / Online reviews (UK)  
Lifestyle / Health / Insurance / Plan Choice Influenced By / Price comparison site (UK)  
Lifestyle / Health / Medical Plan Coverage  
Lifestyle / Health / Medicare and Medicaid Coverage (Dual Eligibility)

Lifestyle / Health / Never conducts research on Healthcare Topics (VDNA)  
Lifestyle / Health / Participate in HMO  
Lifestyle / Health / Participate in HMO / Employer Sponsored  
Lifestyle / Health / Participate in HMO / Individual Purchase  
Lifestyle / Health / Participate in PPO  
Lifestyle / Health / Participate in PPO / Employer Sponsored  
Lifestyle / Health / Participate in PPO / Individual Purchase  
Lifestyle / Health / Physical Activity  
Lifestyle / Health / Physical Activity / Exercise 1-2 time a week (VDNA)  
Lifestyle / Health / Physical Activity / Exercise 3-4 times a week (VDNA)  
Lifestyle / Health / Physical Activity / Exercise 5+ times a week (VDNA)  
Lifestyle / Health / Physical Activity / Never exercise (VDNA)  
Lifestyle / Health / Physical Activity / Rarely exercise (VDNA)  
Lifestyle / Health / Plan Choice Influenced By  
Lifestyle / Health / Plan Choice Influenced By / Employer  
Lifestyle / Health / Plan Choice Influenced By / Friend Family Co-Worker  
Lifestyle / Health / Plan Choice Influenced By / Healthcare Provider  
Lifestyle / Health / Plan Choice Influenced By / Insurance Agent/Broker  
Lifestyle / Health / Plan Choice Influenced By / Private Insurance Exchange Website  
Lifestyle / Health / Plan Choice Influenced By / Public Insurance Exchange Website  
Lifestyle / Health / PPO Medicare Advantage Plan  
Lifestyle / Health / Private Health Insurance Plan  
Lifestyle / Health / Regular Tobacco User  
Lifestyle / Health / Stomach/GI Issues in past three months  
Lifestyle / Health / Trying to cut down on fast food (VDNA)  
Lifestyle / Health / Trying to cut down on sweet treats (VDNA)  
Lifestyle / Health / Trying to cut down on tobacco (VDNA)  
Lifestyle / Health / Uninsured: No HMO, PPO, POS, or Medicare  
Lifestyle / Health / Use Medicaid  
Lifestyle / Health / Uses HMO Medical Plan  
Lifestyle / Health / Uses POS Medical Plan  
Lifestyle / Health / Uses PPO Medical Plan

Lifestyle / Health / Uses Traditional Indemnity Medical Plan  
Lifestyle / Health / Vision  
Lifestyle / Health / Vision / Glasses/Contacts User (VDNA)  
Lifestyle / Health / Vision / Prescription Glasses User (VDNA)  
Lifestyle / Health / Visited a Free Health Clinic  
Lifestyle / Health / Would recommend Medicare Advantage  
Lifestyle / Health / Would recommend Private Plan  
Lifestyle / Health & Wellbeing Enthusiast  
Lifestyle / Health and Diet / Beauty Buffs  
Lifestyle / Health and Diet / Eye Care Retail Shoppers  
Lifestyle / Health and Diet / Health Nut  
Lifestyle / Health and Diet / Healthy Eaters  
Lifestyle / Health and Diet / New Year's Resolution - Weight Loss Healthy Living  
Lifestyle / Health Care Employee  
Lifestyle / Health Nut  
Lifestyle / Health\_Nut  
Lifestyle / Healthy Eaters  
Lifestyle / Healthy Living  
Lifestyle / Hospital and Healthcare Workers  
Lifestyle / In Good Physical Health  
Lifestyle / Intent / Charitable Donor / Health  
Lifestyle / Intent / Insurance / Health  
Lifestyle / Intent / Quit Smoking  
Lifestyle / Interest / Charities / Health  
Lifestyle / Interest / Diet and Weight Loss  
Lifestyle / Interest / Fitness and Exercise  
Lifestyle / Lifestyle Characteristics / Belong To Health Club Or Gym  
Lifestyle / Lifestyle Characteristics / Follow A Weight Loss Program  
Lifestyle / New Year's Resolution - Weight Loss Healthy Living  
Lifestyle / New Year's Resolution / Weight Loss Healthy Living  
Lifestyle / Nicotine/Tobacco Use / Tried to Quit Smoking Past Year  
Lifestyle / Nicotine/Tobacco Use / Tried to Quit Smoking Past Year / Did Try to Quit Smoking past year  
Lifestyle / Ok to Live with Discomfort to Improve Env  
Lifestyle / Ok to Live with Discomfort to Save Money  
Lifestyle / Participate in Smoking Cessation  
Lifestyle / Participate in Stress Management  
Lifestyle / Participate in Weight Management Plan  
Lifestyle / Personix / Classic Clusters / 68 - Staying Healthy  
Lifestyle / Pharmacy Shoppers  
Lifestyle / Political & Social Concerns / Child Welfare

Lifestyle / Political & Social Concerns / Healthcare  
Lifestyle / Prescription Plan: Individually Purchased  
Lifestyle / Recent Gym Visit - Anytime Fitness  
Lifestyle / Recent Gym Visit - Planet Fitness  
Lifestyle / Recent Pharmacy Visitor / CVS  
Lifestyle / Recent Pharmacy Visitor / Walgreens  
Lifestyle / Recent Pharmacy Visitor- CVS  
Lifestyle / Recent Pharmacy Visitor- Walgreens  
Lifestyle / Recent\_Pharmacy\_Visitor\_CVS  
Lifestyle / Recent\_Pharmacy\_Visitor\_Walgreens  
Lifestyle / Stressed  
Lifestyle / Workout Addict  
Lifestyle & Lifestage / Behavioral / Gym and Fitness  
Lifestyle  
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 / Believe That  
Vitamin/Nutrients Make Difference  
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 / Easy To  
Prepare Foods Are My Favorite  
Lifestyle Statements / Health and Diet / Eating Fast  
Food Helps Me Stay in Budget  
Lifestyle Statements / Health and Diet / Friends Ask  
My Advice About Health/Nutrition  
Lifestyle Statements / Health and Diet / Health &  
Image Leader: Above Average  
Lifestyle Statements / Health and Diet / Health &  
Image Leader: Average  
Lifestyle Statements / Health and Diet / Health &  
Image Leader: Below Average  
Lifestyle Statements / Health and Diet / Health &  
Image Leader: Far Above Average  
Lifestyle Statements / Health and Diet / Health &  
Image Leader: Far Below Average  
Lifestyle Statements / Health and Diet / Health  
Claims On Packaging Influence Me To Buy  
Lifestyle Statements / Health and Diet / I Enjoy  
Eating Foreign Foods  
Lifestyle Statements / Health and Diet / I Like to Try  
New Recipes

Lifestyle Statements / Health and Diet / I Like to Try  
Out New Food Products  
Lifestyle Statements / Health and Diet / I Make an  
Effort To Buy Locally Grown Food  
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 Prefer Fast  
Food to Home Cooking  
Lifestyle Statements / Health and Diet / I Prefer  
Foods Without Artificial Additives  
Lifestyle Statements / Health and Diet / I Really  
Enjoy Cooking  
Lifestyle Statements / Health and Diet / I Treat  
Myself to Foods Not Good for Me  
Lifestyle Statements / Health and Diet / I Trend  
Towards Healthier Fast Food  
Lifestyle Statements / Health and Diet / I Try To Eat  
Healthy Food/Balanced Diet  
Lifestyle Statements / Health and Diet / I'll Try Any  
New Diet  
Lifestyle Statements / Health and Diet / I'm Usually  
First to Try New Health Food  
Lifestyle Statements / Health and Diet / Incorporate  
Probiotics Into Diet Regularly  
Lifestyle Statements / Health and Diet / Shop For  
Food, Look For Organic/Natural  
Lifestyle Statements / Health and Diet / Too Busy to  
Take Care of Myself as I Should  
Lifestyle Statements / Health and Diet / Watching  
Diet-For Food Allergy  
Lifestyle Statements / Health and Diet / Worth  
Paying More For Brand Prescription Medications  
Lifestyle Statements / Pharma / Actively Seek Info  
About Nutrition/Diet  
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 Take Non  
Prescription Meds as Soon as Sick

Lifestyle Statements / Pharma / Look Info to Choose Healthcare Treatment  
Lifestyle Statements / Pharma / Prescription Meds Are More Effective Than Over-the-Counter Remedies  
Lifestyle Statements / Shopping / Look For Organic/Natural in Health/Beauty Products  
Lifestyle Statements / Shopping / Shopped Other Health/ Medical Items Online  
Lifestyle- Precise / Health Care Employee- Precise Lifestyles / Alternative Medicine  
Lifestyles / Enthusiasts / Fitness Enthusiasts  
Lifestyles / Enthusiasts / Healthy Living  
Lifestyles / Healthy & Fit  
Lifestyles & Interests / Diet Concerns / Diet Concerns: Eat Organically  
Lifestyles & Interests / Diet Concerns / Diet Concerns: Include Fiber  
Lifestyles & Interests / Diet Concerns / Diet Concerns: Include Probiotics  
Lifestyles & Interests / Diet Concerns / Diet Concerns: Include Vitamin Supplements  
Lifestyles & Interests / Diet Concerns / Diet Concerns: Lose Weight  
Lifestyles & Interests / Diet Concerns / Diet Concerns: Reduce Fat & Cholesterol  
Lifestyles & Interests / Diet Concerns / Diet Concerns: Reduce Gluten  
Lifestyles & Interests / Diet Conscious Households / Diet Conscious Households: Highly Likely  
Lifestyles & Interests / Diet Conscious Households / Diet Conscious Households: Likely  
Lifestyles & Interests / Diet Conscious Households / Diet Conscious Households: Unlikely  
Lifestyles & Interests / Extreme Fitness Enthusiasts / Extreme Fitness Enthusiasts: Highly Likely  
Lifestyles & Interests / Extreme Fitness Enthusiasts / Extreme Fitness Enthusiasts: Likely  
Lifestyles & Interests / Extreme Fitness Enthusiasts / Extreme Fitness Enthusiasts: Unlikely  
Lifestyles & Interests / Healthy Households / Healthy Households: Highly Likely  
Lifestyles & Interests / Healthy Households / Healthy Households: Likely  
Lifestyles & Interests / Healthy Households / Healthy Households: Unlikely  
Lifestyles & Interests / Nutrition & Diet Enthusiasts  
Lifestyles & Interests / Vitamins & Supplements Enthusiasts  
Lifestyles & Interests / Weight Control Enthusiasts  
Lip Treatment  
Lip Treatment / Lip Remedies  
Location / Employee / Healthcare Workers  
Location / Enthusiast / Men's health

Location / Enthusiast / Women's health  
Location / Lifestyle / Health Nut  
Location / Lifestyle / Healthy Eaters  
Location / Lifestyle / New Year's Resolution - Weight Loss Healthy Living  
Location / Lifestyle / Pharmacy Shoppers  
Location / Lifestyle / Recent Gym Visit - Anytime Fitness  
Location / Lifestyle / Recent Gym Visit - Planet Fitness  
Location / Lifestyle / Recent Pharmacy Visitor- CVS  
Location / Lifestyle / Recent Pharmacy Visitor- Walgreens  
Location / Standard / Pharmacy Visitor- CVS  
Location / Standard / Pharmacy Visitor- Walgreens  
Location / Standard / Women's health  
Location / Employee / Healthcare Workers  
Location / Enthusiast / Men's health  
Location / Enthusiast / Women's health  
Location / In-Market / In Market for Exercise Equipment  
Location / Lifestyle / Health Nut  
Location / Lifestyle / Healthy Eaters  
Location / Lifestyle / New Year's Resolution - Weight Loss Healthy Living  
Location / Lifestyle / Pharmacy Shoppers  
Location / Lifestyle / Proximity to Anytime Fitness  
Location / Lifestyle / Proximity to Planet Fitness  
Location / Lifestyle / Recent Gym Visit - Anytime Fitness  
Location / Lifestyle / Recent Gym Visit - Planet Fitness  
Location / Lifestyle / Recent Pharmacy Visitor- CVS  
Location / Lifestyle / Recent Pharmacy Visitor- Walgreens  
Location / Standard / Pharmacy Visitor- CVS  
Location / Standard / Pharmacy Visitor- Walgreens  
Location / Standard / Women's health  
Location-based / Restaurants / Healthy / Vegetarian/ Vegan/ Gluten-Free  
Location-based / Retail / Drug Stores/ Pharmacy  
Location-based / Retail / Drug Stores/ Pharmacy / CVS  
Location-based / Retail / Drug Stores/ Pharmacy / Frequenter (4+ visits)  
Location-based / Retail / Drug Stores/ Pharmacy / Rite Aid  
Location-based / Retail / Drug Stores/ Pharmacy / The Vitamin Shoppe  
Location-based / Retail / Drug Stores/ Pharmacy / Walgreens  
Location-based / Retail / Health and Beauty

MA / Geo-Behavioural / Health and Beauty / Female Hair and Beauty Customers	Mexico (MX) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness
MA / Geo-Behavioural / Healthcare / Pharmacy Shoppers	Mexico (MX) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss
MA / Geo-Behavioural / Healthcare / Visits Healthcare Facilities	Mexico (MX) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition
Magazine Types Read / Health / Fitness	Mexico (MX) / Lifestyles / Enthusiasts / Healthy Living
Male Health and Beauty	Mexico (MX) / Retail / In-Market / Health and Fitness
Media / Newspapers And Magazines: Health Wellbeing (Power Reach)	Mexico (MX) / Retail / In-Market / Health and Fitness / Fitness
Media / Newspapers And Magazines: Health Wellbeing (Super Target)	Mexico (MX) / Retail / Purchase-Based / Categories / Health and Fitness Buyers
Media & Entertainment / Magazine Content / Health and Self Improvement	Mexico (MX) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness
Media & Entertainment / Magazine Content / Sickness	MEXICO / Activation Segment / Diet (EN), Dieta (ES), Dieta (PT)
Medical Health	MEXICO / Activation Segment / Healthy eating (EN), Alimentacion saludable (ES), Alimentacao saudavel (PT)
Medicine > Engaged	Mexico / ARGENTINA / Interest / Health (EN), Salud (ES), Saude (PT)
Medicine > Highly Interested	Mexico / ARGENTINA / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)
Medicine > Intender	Mexico / BRAZIL / Interest / Health (EN), Salud (ES), Saude (PT)
Medicine > Interested	Mexico / BRAZIL / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)
Meditation	Mexico / CHILE / Interest / Health (EN), Salud (ES), Saude (PT)
Member_AetnaHealthEligible_	Mexico / CHILE / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)
Member_AetnaHealthEligible_NoLogin_	Mexico / COLOMBIA / Interest / Health (EN), Salud (ES), Saude (PT)
Member_DentalCoverage_	Mexico / COLOMBIA / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)
Member_PharmacyCoverage_	Mexico / COLOMBIA / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)
Men / Men Seeking Weight-loss	Mexico / GLOBAL / Beleza / Interessados em Acne by Minha Vida (PT)
Mexico (MX) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Eating Styles / Healthy	Mexico / GLOBAL / Interest / Health (EN), Salud (ES), Saude (PT)
Mexico (MX) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products	Mexico / GLOBAL / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)
Mexico (MX) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care	Mexico / GLOBAL / Saude / Interessados em Dieta by Minha Vida (PT)
Mexico (MX) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Oral Care	Mexico / GLOBAL / Saude / Interessados em Estresse by Minha Vida (PT)
Mexico (MX) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Skin Care	Mexico / GLOBAL / Saude / Interessados em Fitness by Minha Vida (PT)
Mexico (MX) / Consumer Packaged Goods (CPG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins	Mexico / Health
Mexico (MX) / Financial Services / Insurance / Interest (Affinity) / Health Insurance	Mexico / Intent / Health and personal care
Mexico (MX) / Hobbies and Interests (Affinity) / Health and Fitness	MEXICO / Interest / Health (EN), Salud (ES), Saude (PT)
Mexico (MX) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise	
Mexico (MX) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Running and Jogging	

Mexico / Interest / Health and Personal Care  
Mexico / Interest / Health and Personal Care / Fitness  
Mexico / Interest / Health and Personal Care / Men's Health  
Mexico / Interest / Health and Personal Care / Pharma Products  
Mexico / Interest / Health and Personal Care / Wellness  
Mexico / Interest / Health and Personal Care / Women's Health  
Mexico / Interest / Healthy Living  
Mexico / Interest / Healthy Living / Fitness  
Mexico / Interest / Healthy Living / Nutrition and Diets  
MEXICO / Life Style / Fitness and Wellness (EN), Deportista (ES), Esportista (PT)  
Mexico / MEXICO / Interest / Health (EN), Salud (ES), Saude (PT)  
Mexico / MEXICO / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
MEXICO / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
Mexico / US Hispanics / Intent / Health and personal care  
Mexico / US Hispanics / Interest / Health and personal care  
Mexico / US Hispanics / Interest / Health and personal care / Fitness  
Mexico / US Hispanics / Interest / Health and personal care / Wellness  
Mexico / US Hispanics / Interest / Healthy Living  
Mexico / USA - HISPANICS / Interest / Health (EN), Salud (ES), Saude (PT)  
Mexico / USA - HISPANICS / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
Mexico & Central America / Intent / Health and personal care  
Mexico & Central America / Interest / CPG / Health & Beauty  
Mexico & Central America / Interest / CPG / Health & Beauty / Bath products  
Mexico & Central America / Interest / CPG / Health & Beauty / Hair Care  
Mexico & Central America / Interest / CPG / Health & Beauty / Pharma  
Mexico & Central America / Interest / CPG / Health & Beauty / Skin care  
Mexico & Central America / Interest / Health and Personal Care  
Mexico & Central America / Interest / Health and Personal Care / Fitness

Mexico & Central America / Interest / Health and Personal Care / Men's Health  
Mexico & Central America / Interest / Health and Personal Care / Pharma Products  
Mexico & Central America / Interest / Health and Personal Care / Wellness  
Mexico & Central America / Interest / Health and Personal Care / Women's Health  
Mexico & Central America / Interest / Healthy Living  
Mexico & Central America / Interest / Healthy Living / Fitness  
Mexico & Central America / Interest / Healthy Living / Nutrition and Diets  
Mexico & Central America / US Hispanics / Intent / Health and personal care  
Mexico & Central America / US Hispanics / Interest / Health and personal care  
Mexico & Central America / US Hispanics / Interest / Health and personal care / Fitness  
Mexico & Central America / US Hispanics / Interest / Health and personal care / Wellness  
Mexico & Central America / US Hispanics / Interest / Healthy Living  
Mexico & Central America / US Hispanics / Interest / Healthy Living / Fitness  
Mexico & Central America / US Hispanics / Interest / Healthy Living / Nutrition and Diets  
Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
Middle East and North Africa / Egypt / Health and Fitness  
Middle East and North Africa / Gulf Cooperation Council / Health and Fitness  
Middle East and North Africa / Health and Fitness  
Middle East and North Africa / Israel / Health and Fitness  
Middle East and North Africa / Kuwait / Health and Fitness  
Middle East and North Africa / Levant / Health and Fitness  
Middle East and North Africa / Pakistan / Health and Fitness  
Middle East and North Africa / Saudi Arabia / Health and Fitness  
Middle East and North Africa / Turkey / Health and Fitness  
Middle East and North Africa / United Arab Emirates / Health and Fitness  
Migraine  
Migraine Remedies  
Migraine Symptoms  
Migraine\_



Mobile (In-App) / About to Buy / Drugstore & Pharmacy / Hair Care  
Mobile (In-App) / About to Buy / Drugstore & Pharmacy / Medicines & Prescriptions  
Mobile (In-App) / About to Buy / Drugstore & Pharmacy / Nails & Nailcare  
Mobile (In-App) / About to Buy / Drugstore & Pharmacy / Other Beauty Products  
Mobile (In-App) / About to Buy / Drugstore & Pharmacy / Skincare  
Mobile (In-App) / About to Buy / Food & Drink / Health Foods & Vitamins  
Mobile (In-App) / About to Buy / Interests / Electronic Smoking Vapour  
Mobile (In-App) / About to Buy / Interests / Fitness Equipment  
Mobile (In-App) / About to Buy / Interests / Fitness Subscriptions  
Mobile (In-App) / About to Buy / Interests / Health and Wellness Equipment  
Mobile (In-App) / Affinity / Health & Wellbeing  
Mobile (In-App) / Affinity / Sports /  
Mobile (In-App) / Shopper Profiles / Health Conscious Mothers  
Mobile (In-App) / Shopper Profiles / Health Food Fanatics  
Mobile (In-App) / Wants to Buy - Products / Health & Beauty Supplies  
Mobile (In-App) / Wants to Buy - Products / Sports Equipment & Outdoor Gear  
Mobile (In-App) / Wants to Buy / Drugstore & Pharmacy / Hair Care  
Mobile (In-App) / Wants to Buy / Drugstore & Pharmacy / Medicines & Prescriptions  
Mobile (In-App) / Wants to Buy / Drugstore & Pharmacy / Nails & Nailcare  
Mobile (In-App) / Wants to Buy / Drugstore & Pharmacy / Other Beauty Products  
Mobile (In-App) / Wants to Buy / Drugstore & Pharmacy / Skincare  
Mobile (In-App) / Wants to Buy / Food & Drink / Health Foods & Vitamins  
Mobile (In-App) / Wants to Buy / Interests / Electronic Smoking Vapour  
Mobile (In-App) / Wants to Buy / Interests / Fitness Equipment  
Mobile (In-App) / Wants to Buy / Interests / Fitness Services  
Mobile (In-App) / Wants to Buy / Interests / Health and Wellness Equipment  
Mobile / B2C / Interests / Health & Fitness  
Mobile / B2C / Interests / Healthy Living  
Mobile / B2C / Lifestyles / Healthy & Fit

Mobile / B2C / Profession / Nursing  
Mobile / Companies / A-F / Acadia Healthcare  
Mobile / Companies / A-F / Advocate Health Care  
Mobile / Companies / A-F / AMN Healthcare Services  
Mobile / Companies / A-F / Aurora Health Care  
Mobile / Companies / A-F / Banner Health  
Mobile / Companies / A-F / Carolinas Healthcare System  
Mobile / Companies / A-F / Community Health Systems  
Mobile / Companies / A-F / CVS Health  
Mobile / Companies / A-F / Davita Healthcare Partners  
Mobile / Companies / A-F / Diplomat Pharmacy  
Mobile / Companies / A-F / Envision Healthcare  
Mobile / Companies / G-L / Genisis Healthcare  
Mobile / Companies / G-L / Health Net  
Mobile / Companies / G-L / Iasis Healthcare  
Mobile / Companies / G-L / IMS Health  
Mobile / Companies / G-L / Intermountain Healthcare  
Mobile / Companies / G-L / Kindred Healthcare  
Mobile / Companies / G-L / Lifepoint Health  
Mobile / Companies / M-Q / Magellan Health  
Mobile / Companies / M-Q / Mead Johnson Nutrition  
Mobile / Companies / M-Q / Molina Healthcare  
Mobile / Companies / M-Q / National Institutes Of Health  
Mobile / Companies / M-Q / Philips Healthcare  
Mobile / Companies / M-Q / Providence Health & Services  
Mobile / Companies / R-Z / Siemens Healthcare  
Mobile / Companies / R-Z / Tenet Healthcare  
Mobile / Companies / R-Z / Unitedhealth Group  
Mobile / Companies / R-Z / Universal Health Services  
Mobile / Companies / R-Z / Wellcare Health Plans  
Mobile Apps / App Genres / Health & Fitness  
Mobile Apps / App Genres / Health & Fitness / Diet & Eating Well  
Mobile Apps / App Genres / Health & Fitness / Hiking & Nature  
Mobile Apps / App Genres / Health & Fitness / Stress Relief  
Mobile Apps / App Genres / Health & Fitness / Work Out & Fitness  
Mobile Apps / App Genres / Health And Fitness  
Mobile Apps / Top Mobile Apps / 30 Day Fit Challenge Workout  
Mobile Apps / Top Mobile Apps / 8fit - Workout & Meal Plans  
Mobile Apps / Top Mobile Apps / BodySpace - Social Fitness App

Mobile Apps / Top Mobile Apps / Calorie Counter - MyFitnessPal  
Mobile Apps / Top Mobile Apps / Calorie Counter & Diet Tracker  
Mobile Apps / Top Mobile Apps / CVS/pharmacy  
Mobile Apps / Top Mobile Apps / Demolition Derby: Crash Racing  
Mobile Apps / Top Mobile Apps / Drugs.com  
Medication Guide  
Mobile Apps / Top Mobile Apps / Fitness & Bodybuilding  
Mobile Apps / Top Mobile Apps / FollowMyHealth  
Mobile Apps / Top Mobile Apps / Fooducate Weight Loss Coach  
Mobile Apps / Top Mobile Apps / Freeletics  
Bodyweight  
Mobile Apps / Top Mobile Apps / Google Fit - Fitness Tracking  
Mobile Apps / Top Mobile Apps / Health4Me  
Mobile Apps / Top Mobile Apps / iTriage Health  
Mobile Apps / Top Mobile Apps / JEFIT Workout Tracker Gym Log  
Mobile Apps / Top Mobile Apps / LA Fitness Mobile  
Mobile Apps / Top Mobile Apps / LG Health  
Mobile Apps / Top Mobile Apps / Map My Fitness  
Workout Trainer  
Mobile Apps / Top Mobile Apps / MINDBODY - Fitness & Wellness  
Mobile Apps / Top Mobile Apps / Monitor Your Weight  
Mobile Apps / Top Mobile Apps / Pedometer & Weight Loss Coach  
Mobile Apps / Top Mobile Apps / Rite Aid Pharmacy  
Mobile Apps / Top Mobile Apps / Running for Weight Loss  
Mobile Apps / Top Mobile Apps / Runtastic Running & Fitness  
Mobile Apps / Top Mobile Apps / Samsung S Health  
Mobile Apps / Top Mobile Apps / Weight Watchers Mobile  
Mobile Apps / Top Mobile Apps / Workout Trainer: fitness coach  
Mobile In-App / Health & Wellness  
Mobile Web / Fitness  
Mobile Web / Health  
Natural food supplements and vitamins  
New Zealand / Diet and Exercise  
New Zealand / Health  
No Tear  
NO: Intent - Fitness & Health  
NO: Interest - Diet  
NO: Interest - Fitness & Health

Non-Profit & Social Causes / Non-Profit Donors / Health  
Norway / Diet & Fitness / Diet & Weight Loss  
Norway / Diet & Fitness / Exercise  
Norway / Finance / Insurance / Health Insurance  
Nursing  
Nursing Homes / Treatment Centers  
Nutrition  
Offline Brand Purchasers / Healthy Choice  
Offline Diet Product Buyer  
Offline Product Purchasers / Cold and Flu Medicine  
Offline Product Purchasers / Cough And Cold Remedies  
Offline Product Purchasers / First Aid  
Offline Product Purchasers / Health Food Buyer  
Offline Product Purchasers / Protein/Health Bars  
Offline Product Purchasers / Vitamins  
Offline Product Purchasers / Weight Control and Diet Aids  
Online / Website Visitors / Family and Lifestyles / CVS/pharmacy  
Online / Website Visitors / Family and Lifestyles / CVS/pharmacy / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / eMedicine  
Online / Website Visitors / Family and Lifestyles / eMedicine / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / Everyday Health  
Online / Website Visitors / Family and Lifestyles / Everyday Health / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / Fitness Magazine  
Online / Website Visitors / Family and Lifestyles / Fitness Magazine / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / HealthGrades.com  
Online / Website Visitors / Family and Lifestyles / HealthGrades.com / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / Healthline  
Online / Website Visitors / Family and Lifestyles / Healthline / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / MailOnline Health  
Online / Website Visitors / Family and Lifestyles / MailOnline Health / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / MedicineNet.com  
Online / Website Visitors / Family and Lifestyles / MedicineNet.com / Heavy Visitors (NOL)  
Online / Website Visitors / Family and Lifestyles / MSN Health & Fitness

Online / Website Visitors / Family and Lifestyles / MSN Health & Fitness / Heavy Visitors (NOL)	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty
Online / Website Visitors / Family and Lifestyles / Psychology Today	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Bic
Online / Website Visitors / Family and Lifestyles / Psychology Today / Heavy Visitors (NOL)	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Colgate
Online / Website Visitors / Family and Lifestyles / SheKnows Media / Health	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Cover Girl
Online / Website Visitors / Family and Lifestyles / SheKnows Media / Health / Heavy Visitors (NOL)	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Crest
Online / Website Visitors / Family and Lifestyles / U.S. News & World Report Health	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Dove
Online / Website Visitors / Family and Lifestyles / U.S. News & World Report Health / Heavy Visitors (NOL)	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Gillette
Online / Website Visitors / Family and Lifestyles / WebMD Health Network	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / L'Oreal
Online / Website Visitors / Family and Lifestyles / WebMD Health Network / Heavy Visitors (NOL)	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Neutrogena
Online / Website Visitors / Government and Non-Profit / HealthCare.gov	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Pantene
Online / Website Visitors / Government and Non-Profit / HealthCare.gov / Heavy Visitors (NOL)	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Revlon
Online / Website Visitors / News and Information / Gannett Newspapers and Newspaper Division	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Secret
Online / Website Visitors / News and Information / Gannett Newspapers and Newspaper Division / Heavy Visitors (NOL)	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Shick
Oral Care	Past Purchases / Consumer Packaged Goods (CPG) / Brands / Health & Beauty / Vaseline
Oral Care / Dental Accessories	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty
Oral Care / Denture Adhesives	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Beauty
Oral Care / Denture Cleansers	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Beauty / Hair Care
Oral Care / Oral Pain Relief	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Beauty / Skin Care
Oral Care / Oral Rinse And Antiseptic	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Contacts & Eyeglasses
Oral Care / Tooth Whiteners	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Health
OTC Personal Care	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Health / First Aid
OTC Pharmacy	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Health / Vitamins & Dietary Supplements
Outlook / Healthcare Worker (IP)	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Health / Vitamins & Dietary Supplements / Vitamins
Outlook / Household Has Health Insurance	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Health / Weight Management
Outlook / Household has Health Insurance through work	Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care
Outros Produtos e Servicos / Produtos Fitness	
Pain Remedies	
Pain Remedies / All Other	
Pain Remedies / Arthritis	
Pain Remedies / Children's	
Pain Remedies / Headache	
Pain Remedies / Muscle	
Pain Remedies / Pre-Menstrual and Feminine	
Parents of Kids with Common Colds	
Passives	
Past Purchases / Consumer Packaged Goods (CPG) / Brands / Food & Beverages / Healthy Choice	

Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Bath Products  
Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Dental  
Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Dental / Tooth Brushes  
Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Eye Care  
Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Feminine Products  
Past Purchases / Consumer Packaged Goods (CPG) / Health & Beauty / Personal Care / Foot Care  
Past Purchases / Financial Products & Services / Insurance / Health Insurance  
Past Purchases / Retail / Sports Equipment & Outdoor Gear / Exercise & Fitness  
PediatriciansMatched  
People that care about their health  
People that want to eat healthy  
People that want to eat healthy  
Personal Care / Body and Face Skin Care / Acne Remedies  
Personal Care / Body and Face Skin Care / Psoriasis and Eczema Treatments  
Personal Care / Face Cream / Anti-Acne  
Personal Finance / Charitable Contributions / HH Contributed to Health Last 12M  
Personal Finance / Has Private Medical Insurance  
Personal Finance / Health Insurance / Have Health Insurance w/Aar  
Personal Finance / Health Insurance / Have Health Insurance w/Aetna  
Personal Finance / Health Insurance / Have Health Insurance w/Blue Cross/Blue Shield  
Personal Finance / Health Insurance / Have Health Insurance w/Cigna  
Personal Finance / Health Insurance / Have Health Insurance w/Humana  
Personal Finance / Health Insurance / Have Health Insurance w/Kaiser Permanente  
Personal Finance / Health Insurance / Have Health Insurance w/UnitedHealth care  
Personal Finance / Health Insurance / Have Health Saving Account: Flexible Spending Account  
Personal Finance / Health Insurance / Have Life Insurance w/MetLife/Metropolitan  
Personal Finance / Personal or Health Insurance  
Personal Health Care  
Personal Health Care / Respiratory Care  
Personal Health Care / Respiratory Care / Equate  
Personality / Dealing with Stress / Bottled Up  
Personality / Dealing with Stress / Brush Off

Personality / Dealing with Stress / Comfort Seekers  
Personality / Dealing with Stress / Contemplators  
Personality / Dealing with Stress / Emotional  
Personality / Dealing with Stress / Get Busy  
Personality / Dealing with Stress / Hot And Cold  
Personality / Dealing with Stress / Quick Fix  
Personality / Dealing with Stress / Stress Converters  
Personality / Dealing with Stress / Talk It Over  
Personality / Dealing with Stress / Thoughtful  
Personality / Dealing with Stress / Work Hard Play Hard  
Personality / Neuroticism / Stress Reactors  
Personality / Shopping Preference / Health and Wellbeing Shoppers  
Personas / Healthy Happy Bodies  
Pharmacy  
Pharmacy > Engaged  
Pharmacy > Highly Interested  
Pharmacy > Intender  
Pharmacy > Interested  
Pharmacy OTC  
Pharmacy Shoppers  
Pharmacy Shoppers / Cvs Pharmacy  
Pharmacy Shoppers / Duane Reade  
Pharmacy Shoppers / Rite Aid  
Pharmacy Shoppers / Walgreens  
Pharmacy Visitor  
Pharmacy Visits  
Philanthropy / Health & Well-Being  
Physical Fitness Enthusiasts  
Plans to buy / Major exercise equipment (Harris Poll)  
Plant-based diet  
Plant-based diet Twin  
Political / Issue / Health Care  
Politics / Likely Political Preference / Political Views / Strongly Agree with the Statement that People Should be Responsible for their Own Healthcare, not the Government  
Predicted Purchase Intent / Look-alike / FMCG / Beauty, Health Products (New)  
Predicted Purchase Intent / Look-alike / FMCG / Groceries / Non-gluten Products and Healthy Food  
Predicted Purchase Intent / Look-alike / Health and Beauty / Beauty Treatments and Aesthetic Medicine  
Predicted Purchase Intent / Look-alike / Health and Beauty / Electronics and Health Products  
Predicted Purchase Intent / Look-alike / Health and Beauty / Make-up  
Predicted Purchase Intent / Look-alike / Health and Beauty / Medical Services / Aesthetic Medicine  
Predicted Purchase Intent / Look-alike / Health and Beauty / Medical Services / Allergy

Predicted Purchase Intent / Look-alike / Health and Beauty / Medical Services / Dentist  
Predicted Purchase Intent / Look-alike / Health and Beauty / Medical Services / Gastrologist  
Predicted Purchase Intent / Look-alike / Meal / Dietary and Fit Food  
Primary health and beauty shopper (Harris Poll)  
Print Media / Magazines / Read Health Last 6 Month  
Print Media / Magazines / Read Men's Fitness Last 6 Month  
Print Media / Magazines / Read Men's Health Last 6 Month  
Print Media / Magazines / Read Weight Watchers Last 6 Month  
Product / Dairy / Yogurt Spoonable / Fresh, Weight Watchers  
Product / Dairy / Yogurt Spoonable / Fresh, Weight Watchers Yogurt  
Product / Dessert / Dairy Based / Fresh, Weight Watchers  
Product / Family / Health  
Product / Fish / Fish Natural, Whole/Fillet/Smoked / Fresh Fixd Weight, Private Label  
Product / Health  
Product / Health / Baby Care and Kids Hygiene  
Product / Health / Drugstore  
Product / Health / Drugstore / Medicine Cabinet  
Product / Health / Eyeglasses  
Product / Health / Fitness  
Product / Health / General Analgesics  
Product / Health / General Analgesics / Capsules/Gum/Tablets, Galpharm  
Product / Health / General Analgesics / Capsules/Gum/Tablets, Private Label  
Product / Health / Health Insurance  
Product / Health / Health Supplements  
Product / Health / Health Supplements / Combinations, Capsules/Tablets, Private Label  
Product / Health / Personal Hygiene  
Product / Health / Plasters Precut, Private Label  
Product / Health / Vitamin Supplements  
Product / Health / Vitamin Supplements / Capsules/Tablets, Private Label  
Product / Sports / Bodybuilding and Weightlifting  
Product / Sports / Weight Training  
Product / Sugar/Candy / Cough/Throat Sweets  
Product / Sugar/Candy / Cough/Throat Sweets / Jakemans Throat / Chest Relief  
Product / Sugar/Candy / Cough/Throat Sweets / Non Medicated, Jakemans  
Product / Vegetables / Natural / Sprouting, Frsh Fxd Weight, Private Label  
Professions / Hospital and Healthcare Workers

Professionais / Professores e Profissionais da Educacao  
Proximity (Locations) / Drug Stores (Pharmacy)  
Proximity (Locations) / Drug Stores (Pharmacy) / CVS Pharmacy  
Proximity (Locations) / Drug Stores (Pharmacy) / Walgreens  
Proximity / Drug Store Locations / CVS Pharmacy  
Proximity / Grocery Locations / Supervalu: Farm Fresh Food & Pharmacy  
Proximity / Grocery Locations / Supervalu: Shoppers Food & Pharmacy  
Psoriasis  
Psoriatic Arthritis  
Psychographics / Health and Diet / Active Health Management / Above Average  
Psychographics / Health and Diet / Active Health Management / Average  
Psychographics / Health and Diet / Active Health Management / Below Average  
Psychographics / Health and Diet / Active Health Management / Far Above Average  
Psychographics / Health and Diet / Active Health Management / Far Below Average  
Psychographics / Health and Diet / Consider My Diet to Be Very Healthy  
Psychographics / Health and Diet / Don't Have Time Prepare / Eat Healthy Meal  
Psychographics / Health and Diet / Eating Fast Food Helps Me Stay in Budget  
Psychographics / Health and Diet / Friends Ask My Advice About Health / Nutrition  
Psychographics / Health and Diet / Health and Image Leader / Above Average  
Psychographics / Health and Diet / Health and Image Leader / Average  
Psychographics / Health and Diet / Health and Image Leader / Below Average  
Psychographics / Health and Diet / Health and Image Leader / Far Above Average  
Psychographics / Health and Diet / Health and Image Leader / Far Below Average  
Psychographics / Health and Diet / I Like to Try New Recipes  
Psychographics / Health and Diet / I Like to Try Out New Food Products  
Psychographics / Health and Diet / I Make Sure I Exercise Regularly  
Psychographics / Health and Diet / I Often Eat Frozen Dinners  
Psychographics / Health and Diet / I Often Feel I Over-Eat

Psychographics / Health and Diet / I Prefer Fast Food to Home Cooking  
Psychographics / Health and Diet / I Really Enjoy Cooking  
Psychographics / Health and Diet / I Treat Myself to Foods Not Good for Me  
Psychographics / Health and Diet / I Trend Towards Healthier Fast Food  
Psychographics / Health and Diet / I'll Try Any New Diet  
Psychographics / Health and Diet / I'm Usually First to Try New Health Food  
Psychographics / Health and Diet / Shop For Food, Look For Organic / Natural  
Psychographics / Health and Diet / Too Busy to Take Care of Myself as I Should  
Psychographics / Shopping / Look For Organic / Natural in Health / Beauty Products  
Public / Healthcare  
Public / Healthcare / Quest Diagnostics  
Public / Healthcare / US Veterans Medical Center  
Purchase Categories / Canada / Health Conscious  
Purchase Categories / United States / Health Conscious  
Purchase History / Exercise Equipment Owners  
Purchase History / Health, Wellness, Vitamins & Supplements / Recency / Health, Wellness, Vitamins & Supplements: 0 to 6 months ago  
Purchase History / Health, Wellness, Vitamins & Supplements / Recency / Health, Wellness, Vitamins & Supplements: 13 to 18 months ago  
Purchase History / Health, Wellness, Vitamins & Supplements / Recency / Health, Wellness, Vitamins & Supplements: 19 to 24 months ago  
Purchase History / Health, Wellness, Vitamins & Supplements / Recency / Health, Wellness, Vitamins & Supplements: 25+ months ago  
Purchase History / Health, Wellness, Vitamins & Supplements / Recency / Health, Wellness, Vitamins & Supplements: 7 to 12 months ago  
Purchase History / Health, Wellness, Vitamins & Supplements / Spend / Health, Wellness, Vitamins & Supplements: Heavy Spenders  
Purchase History / Health, Wellness, Vitamins & Supplements / Spend / Health, Wellness, Vitamins & Supplements: Light Spenders  
Purchase History / Health, Wellness, Vitamins & Supplements / Spend / Health, Wellness, Vitamins & Supplements: Moderate Spenders  
Purchase History / Health, Wellness, Vitamins & Supplements / Spend / Health, Wellness, Vitamins & Supplements: Very Heavy Spenders

Purchase History / Health, Wellness, Vitamins & Supplements / Spend / Health, Wellness, Vitamins & Supplements: Very Light Spenders  
Purchase History / Mail Order Buyers / Mail Order Buyers: Health & Beauty Products  
Purchase History / Mail Order Buyers / Mail Order Buyers: Vitamins/Supplements  
Purchase Intent / Buying products on sale and in promotion / Health and Beauty  
Purchase Intent / FMCG / Beauty and Health Products  
Purchase Intent / FMCG / Groceries / Non-gluten Products and Healthy Food  
Purchase Intent / Food & Drink / Health/Lowfat Cooking  
Purchase Intent / Food and FMCG (TylkoFMCG.pl) / Meal / Dietary and Fit Food  
Purchase Intent / Health & Fitness / Fitness Equipment & Services  
Purchase Intent / Health & Fitness / On a Diet  
Purchase Intent / Health and Beauty  
Purchase Intent / Health and Beauty / Beauty Treatments and Aesthetic Medicine  
Purchase Intent / Health and Beauty / Electronics and Health Products  
Purchase Intent / Health and Beauty / Make Up  
Purchase Intent / Health and Beauty / Medicines and Dietary Supplements  
Purchase Intent / Health and Beauty / Weight Loss and Healthy Lifestyle  
Purchase Intent / High Spender / Training-Exercise Purchases / Books / Health Book or Magazine Buyer - - Co-op Sourced  
Purchases / Diet & Weight Loss Products -- Co-op Sourced  
Purchases / Health & Fitness Products -- Co-op Sourced  
Purchases / Insurance Products / Dental -- Co-op Sourced  
Purchases / Insurance Products / Health -- Co-op Sourced  
Purchases / Insurance Products / Vision -- Co-op Sourced  
Purchases / Vitamins-- Co-op Sourced  
QA / Geo-Behavioural / Health and Beauty / Female Hair and Beauty Customers  
QA / Geo-Behavioural / Healthcare / Pharmacy Shoppers  
QA / Geo-Behavioural / Healthcare / Visits  
Healthcare Facilities  
Quick & Healthy Meals  
Quitting Smoking  
Red Eyes and Nose

Restaurants / Types of Food / Eats Various Healthy Food  
Retail / Pharmacy / Kaiser Permanente Prescription Drug  
Retail / Pharmacy / Walgreens Prescription Drug Shopper  
Retail / Pharmacy / Walmart Prescription Drug Shopper  
Retail / Beauty and Personal Care / Hair Removal  
Retail / Behavioral / Cold and Flu Shoppers  
Retail / Behavioral / Health Food Shoppers  
Retail / Behavioral / Pharmacy Shoppers  
Retail / Categories / Fitness Buyers  
Retail / Categories / Fitness Buyers / Cyclists  
Retail / Categories / Fitness Buyers / Runners  
Retail / Categories / Health & Wellness Buyers  
Retail / Categories / Health & Wellness Buyers / Natural Wellness  
Retail / Categories / Health & Wellness Buyers / Weight Loss & Supplements  
Retail / CPG / Healthy Eaters  
Retail / Health and Beauty  
Retail / Health and Beauty - SC  
Retail / Health and Beauty - SC / A purchase has occurred within the last 24 months.  
Retail / Health and Fitness / Vitamins and Supplements / GNC  
Retail / Health Conscious Shoppers  
Retail / Health Conscious Shoppers / GNC  
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 / Health Conscious Shoppers / Whole Foods Market  
Retail / In-Market / Health and Fitness  
Retail / In-Market / Health and Fitness / Fitness  
Retail / In-Market / Health and Fitness / Fitness / Exercise Equipment  
Retail / In-Market / Health and Fitness / Fitness / Yoga and Workout Gear  
Retail / Intend to Shop / Health Food Store  
Retail / Intend to Shop / Sport and Fitness Stores  
Retail / Opticians / Pearle Vision Center  
Retail / Personal Care / Fitness Supplements  
Retail / Pharmacies / CVS Pharmacy  
Retail / Pharmacies / CVS Pharmacy / Recent  
Retail / Pharmacy (Drug Stores) / CVS Pharmacy  
Retail / Pharmacy (Drug Stores) / Duane Reade  
Retail / Pharmacy (Drug Stores) / Rite Aid  
Retail / Pharmacy (Drug Stores) / Walgreens

Retail / Pharmacy Shoppers  
Retail / Pharmacy Shoppers / CVS Pharmacy  
Retail / Pharmacy Shoppers / Duane Reade  
Retail / Pharmacy Shoppers / Medicine Shoppe Pharmacy  
Retail / Pharmacy Shoppers / Rite Aid  
Retail / Pharmacy Shoppers / Shopko express  
Retail / Pharmacy Shoppers / Walgreens  
Retail / Purchase-Based / Categories / Health and Fitness Buyers  
Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness / Running Gear  
Retail / Purchase-Based / Categories / Health and Fitness Buyers / Natural Wellness  
Retail / Purchase-Based / Categories / Health and Fitness Buyers / Senior Products  
Retail / Shops at / Wal-Mart Pharmacy 6 months (MRI)  
retail / sporting goods & fitness shoppers  
Retail / Used Past 7 Days / Food Products / Energy Bars/Nutrition Bars past 7 days  
Retail & Product Brands / Brand Names T - Z / Weight Watchers  
Retailer / Primarily Bought in Coles / Bought First Aids & Dressings Primarily in Coles  
Retailer / Primarily Bought in Woolworths / Bought First Aids & Dressings Primarily in WW  
Russia / Health and Fitness  
SA / Geo-Behavioural / Health and Beauty / Female Hair and Beauty Customers  
SA / Geo-Behavioural / Healthcare / Pharmacy Shoppers  
SA / Geo-Behavioural / Healthcare / Visits Healthcare Facilities  
Salud y cuidado personal  
Seasonal / Breast Cancer Awareness Month  
Seasonal / New Year / Lose Weight  
Seasonal / New Year / Quit Smoking  
Seasonal / Winter Seasonal / New Year's Resolutions: Weight Loss  
Seasonal and Holiday / Winter / New Year's Weight Loss Resolutions  
Service / Diet  
Service / Healthcare / Dental Care  
Service / Healthcare / Eye Care  
Service / Healthcare / Medical Care  
Service / Healthcare / Oriental Medicine  
Service / Healthcare / Pregnant/Childbirth/Postnatal Care  
Service / Healthcare / Senior Care  
Service / Healthcare / Skin Care

Services / Insurance / Health Insurance  
Services / Personal Training or Fitness Instruction  
Shopper / CPG Retailers / Pharmacy / CVS Pharmacy  
Shopper / CPG Retailers / Pharmacy /  
Walgreen/Duane Reade  
Shopper / CPG Retailers / Pharmacy / Walgreens  
Shopper Cooperative / In-Market / Health &  
Wellness  
Shopper Profile / Healthy Living  
Shopper Profiles / Groceries and Packaged Goods /  
Health Food  
Shopper Profiles / Gym and Fitness  
Shopper Profiles / Health Conscious Mothers  
Shopper Profiles / Health Conscious Mothers  
Shopper Profiles / Health Food Fanatics  
Shopper Profiles / Health Food Fanatics  
Shopper Profiles / Healthy Living  
Shopper Profiles / Healthy Living  
Shopper Profiles / Pharmacy  
Shopper Profiles / Weight Loss Conscious  
Shopper Profiles / Weight Loss Conscious  
Shopper- Precise / CPG Retailers- Precise /  
Pharmacy- Precise / CVS Pharmacy- Precise  
Shopper- Precise / CPG Retailers- Precise /  
Pharmacy- Precise / Walgreen/Duane Reade  
Shopper- Precise  
Shopper- Precise / CPG Retailers- Precise /  
Pharmacy- Precise / Walgreens- Precise  
Shopping - Health & Personal Care  
Shopping / Coupon / Beauty and Health Products  
Coupons  
Shopping / CPG and FMCG / Baby and Toddler /  
Nursing and Feeding  
Shopping / CPG and FMCG / Baby and Toddler /  
Nursing and Feeding / Baby Feeding Equipment  
Shopping / CPG and FMCG / Baby and Toddler /  
Nursing and Feeding / Baby Food  
Shopping / CPG and FMCG / Baby and Toddler /  
Nursing and Feeding / Baby Formula  
Shopping / CPG and FMCG / Beauty and Care / Hair  
Removal  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / Diet and Nutrition  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / First Aid  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / Medicine  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / Oral Care  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / Pain Reliever  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / Personal Care

Shopping / CPG and FMCG / Health Diet and  
Nutrition / Sunscreen and Tanning  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / Vision Care  
Shopping / CPG and FMCG / Health Diet and  
Nutrition / Vitamins and Oils  
Shopping / CPG and FMCG / Health Diet and  
Nutrition OLD  
Shopping / CPG and FMCG / Pharmacy  
Shopping / Durable Goods / Sports and Outdoors /  
Health and Fitness  
Shopping / Food / Diet  
Shopping / Food / Healthcare Supplements  
Shopping / Health & Beauty  
Shopping / Health & Beauty / Beauty and Health  
Products  
Shopping / Health & Beauty / Children's Healthcare  
Shopping / Health & Beauty / Cold & Flu Remedies  
Shopping / Health & Beauty / Contact Lenses  
Shopping / Health & Beauty / Elder Care  
Shopping / Health & Beauty / Eyeglasses  
Shopping / Health & Beauty / Hair Care  
Shopping / Health & Beauty / Health Aids  
Shopping / Health & Beauty / Herbal Remedies  
Shopping / Health & Beauty / Luxury Beauty  
Products  
Shopping / Health & Beauty / Nail Care  
Shopping / Health & Beauty / Over the Counter  
Drugs  
Shopping / Health & Beauty / Personal Care  
Shopping / Health & Beauty / Prescription  
Medication  
Shopping / Health & Beauty / Sinus and Allergy  
Medications  
Shopping / Health & Beauty / Skin Care  
Shopping / Health & Beauty / Sleep Aids  
Shopping / Health & Beauty / Teeth Whitening  
Shopping / Health & Beauty / Vitamins  
Shopping / Healthcare / Dental Care  
Shopping / Healthcare / Eye Care  
Shopping / Healthcare / Healthcare Equipment  
Shopping / Quality over Price / Health/Well-being  
Products  
Shopping / Stores Intending to Visit / Health Food  
Store  
Shopping Channel / Likely Mail/Phone / Prescription  
Drugs  
Shopping Channel / Likely Online / Prescription  
Drugs  
Shops At (Shoppers) / Drug Store or Pharmacy Heavy  
Spenders  
Shops At (Shoppers) / Health and Beauty Store  
Heavy Spenders



Shops At (Shoppers) / Online Drug Store or Pharmacy Shoppers  
Shops at / Wal-Mart Pharmacy / 6 months (MRI) Singapore / Health  
Sinus Congestion  
Sinus Relief Seekers  
Sleeping Remedies  
Sleeping Remedies / Anti-Sleep Products  
Sleeping Remedies / Sleeping Aids  
Smart TV ACR Ad Exposure / Finance, Banking and Insurance / Health Markets Insurance / Viewers of Any Health Markets Insurance Ad  
Smart TV ACR Ad Exposure / Finance, Banking and Insurance / Humana / Viewers of Humana Dental Ad  
Smart TV ACR Ad Exposure / Finance, Banking and Insurance / UnitedHealthcare / Viewers of Any UnitedHealthcare Ad  
Smart TV ACR Ad Exposure / Finance, Banking and Insurance / UnitedHealthcare / Viewers of UnitedHealthcare AARP Medicare Ad  
Smart TV ACR Ad Exposure / Finance, Banking and Insurance / UnitedHealthcare / Viewers of UnitedHealthcare Dual Complete Ad  
Smart TV ACR Ad Exposure / Health and Wellness / Bosley Hair Restoration / Viewers of Any Bosley Hair Restoration Ad  
Smart TV ACR Ad Exposure / Health and Wellness / COLOGUARD / Viewers of Any COLOGUARD Ad  
Smart TV ACR Ad Exposure / Health and Wellness / Keeps Hair Replacement Services / Viewers of Any Keeps Hair Replacement Services Ad  
Smart TV ACR Ad Exposure / Health and Wellness / Peloton / Viewers of Any Peloton Ad  
Smart TV ACR Ad Exposure / Health and Wellness / Roman Medical Services / Viewers of Any Roman Medical Services Ad  
Smart TV ACR Ad Exposure / Health and Wellness / Shriners Hospitals For Children / Viewers of Any Shriners Hospitals For Children Ad  
Smart TV ACR Ad Exposure / Health and Wellness / SmileDirectClub / Viewers of Any SmileDirectClub Ad  
Smart TV ACR Ad Exposure / Health and Wellness / St Jude Childrens Research Hospital / Viewers of Any St Jude Childrens Research Hospital Ad  
Smart TV ACR Ad Exposure / Health and Wellness / Trulicity / Viewers of Any Trulicity Ad  
Smokers Health  
Smokers Health  
Smoking / Tobacco  
Smoking Cessation Intenders  
Social / Interest / Beauty and Fitness  
Social / Interest / Beauty and Fitness / Beauty Pageants

Social / Interest / Beauty and Fitness / Cosmetic Procedures  
Social / Interest / Beauty and Fitness / Face and Body Care  
Social / Interest / Beauty and Fitness / Fitness  
Social / Interest / Beauty and Fitness / Hair Care  
Social / Interest / Beauty and Fitness / Spas and Beauty Services  
Social / Interest / Beauty and Fitness / Weight Loss  
Social / Interest / Health  
Social / Interest / Health / Aging and Geriatrics  
Social / Interest / Health / Alternative and Natural Medicine  
Social / Interest / Health / Health Conditions  
Social / Interest / Health / Health Foundations and Medical Research  
Social / Interest / Health / Medical Devices and Equipment  
Social / Interest / Health / Medical Facilities and Services  
Social / Interest / Health / Medical Literature and Resources  
Social / Interest / Health / Men's Health  
Social / Interest / Health / Nursing  
Social / Interest / Health / Nutrition  
Social / Interest / Health / Oral and Dental Care  
Social / Interest / Health / Pediatrics  
Social / Interest / Health / Pharmacy  
Social / Interest / Health / Public Health  
Social / Interest / Health / Vision Care  
Social / Interest / Health / Women's Health  
Social / Lifestyle / Fitness  
Social / Lifestyle / Healthy Eating  
Social / Lifestyle / Weight Loss  
Social / Seasonal / New Year's Resolution / Fitness  
Social Issues / Highest priority for the future-Physical Fitness  
Societal Issues / Most Important Issue / Health  
South Africa / Health and Fitness  
South America / Intent / Health and personal care  
South America / Interest / CPG / Health & Beauty  
South America / Interest / CPG / Health & Beauty / Bath products  
South America / Interest / CPG / Health & Beauty / Hair Care  
South America / Interest / CPG / Health & Beauty / Pharma  
South America / Interest / CPG / Health & Beauty / Skin care  
South America / Interest / Health and Personal Care  
South America / Interest / Health and Personal Care / Fitness

South America / Interest / Health and Personal Care / Men's Health  
South America / Interest / Health and Personal Care / Pharma Products  
South America / Interest / Health and Personal Care / Wellness  
South America / Interest / Health and Personal Care / Women's Health  
South America / Interest / Healthy Living  
South America / Interest / Healthy Living / Fitness  
South America / Interest / Healthy Living / Nutrition and Diets  
South America / US Hispanics / Intent / Health and personal care  
South America / US Hispanics / Interest / Health and personal care  
South America / US Hispanics / Interest / Health and personal care / Fitness  
South America / US Hispanics / Interest / Health and personal care / Wellness  
South America / US Hispanics / Interest / Healthy Living  
South America / US Hispanics / Interest / Healthy Living / Fitness  
South America / US Hispanics / Interest / Healthy Living / Nutrition and Diets  
Southeast Asia (SEA) / Interest / Health and Fitness  
Spain (ES) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Eating Styles / Healthy  
Spain (ES) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
Spain (ES) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Gyms  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Running and Jogging  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Walking  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss  
Spain (ES) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition  
Spain (ES) / Lifestyles / Enthusiasts / Healthy Living  
Spain (ES) / Retail / In-Market / Health and Fitness

Spain (ES) / Retail / In-Market / Health and Fitness / Fitness  
Spain (ES) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
Spain (ES) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
Spain / Behavioral - Lifestyle and Lifestage / Gym and Fitness Lifestyle  
Spain / Behavioral - Retail / Health Food Shoppers  
Spain / Exercise & Fitness  
Spain / Health & fitness / Diet and Weight Loss  
Spain / Health & Fitness / Exercise Enthusiasts  
Spain / Interest / Health & Fitness  
Spain / Interest / Health & Fitness / Women's Health  
Spain / Interest / Health & Fitness Lovers  
Spain / Interest / Health and Fitness  
Spain / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
Spain / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
Spain / Interests / Healthy Living / Health and Fitness Enthusiasts  
Spain / Interests / Healthy Living / Health and Fitness Enthusiasts  
Spain / Interests / Healthy Living / Organic & Eco Conscious  
Spain / Interests / Healthy Living / Organic & Eco Conscious  
Spain / Interests / Sports / Fitness Fanatics  
Spain / Interests / Sports / Fitness Fanatics  
Spain / Place Visits / Healthcare / Pharmacies & Drug Stores / Douglas  
Spain / Place Visits / Healthcare / Pharmacies & Drug Stores / Douglas  
Spain / Place Visits / Healthcare / Pharmacies & Drug Stores / Pharmacy  
Spain / Place Visits / Healthcare / Pharmacies & Drug Stores / Pharmacy  
Spain / Place Visits / Retail / Opticians / Visionlab  
Spain / Place Visits / Retail / Opticians / Visionlab  
Spain / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Curves  
Spain / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Curves  
Spain / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Holmes Place  
Spain / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Holmes Place  
SpecialtyMilk\_PlantBased\_DietNutrition\_Purch\_12Mo\_2644  
SpecialtyMilk\_PlantBased\_WellnessGuests\_6Mo\_2644

Sport / Visited Leisure Centres / Gyms and Health Clubs In The Last 12 Months  
sporting goods / fitness accessories  
Sporting Goods & Fitness Shoppers  
SportingGoods\_BicyclesPhysicalFitness\_0\_100\_12mo\_6668  
Sports / Fitness & Exercise Enthusiasts  
Sports / Walking for Health Enthusiasts  
Sports Activities / Active In Fitness (Power Reach)  
Sports Activities / Active In Fitness (Super Target)  
sports and leisure / anytime fitness  
sports and leisure / crunch fitness  
sports and leisure / fitness first  
sports and leisure / flex fitness  
sports and leisure / go health clubs  
sports and leisure / plus fitness 24/7  
sports and leisure / sam's fitness  
sports and leisure / snap fitness  
sports and leisure / southside fitness  
Standard - Allergy & Cold Sufferers  
Standard - Dandruff Solution Seekers  
Standard - Germ Blasters  
Standard - Oral Care Conscious  
Standard - Trim & Fit Lifestyles  
Standard - Weight & Diet Managers  
Standard / Pharmacy Visitor- CVS  
Standard / Pharmacy Visitor- Walgreens  
Standard / Women's health  
Standard US - Look-Alike - Baby Health  
Standard US - Look-Alike - Fitness  
Standard US - Look-Alike - Fitness and Health  
Standard US - Look-Alike - Wellness  
Stop smoking > Engaged  
Stop smoking > Intender  
Stop smoking > Interested  
Sub Category / Health Aids  
Sub Category / Health Aids / Allergy/Hayfever Remedies  
Sub Category / Health Aids / Allergy/Hayfever Remedies / Capsules/Lozenges/Strips/Tablet  
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 / Cold/Flu Remedies / Capsules/Lozenges/Strips/Tablets  
Sub Category / Health Aids / Cold/Flu Remedies / Granules/Powder, Single Dose  
Sub Category / Health Aids / Cough Remedies Liquid, Multi Dose  
Sub Category / Health Aids / General Analgesics

Sub Category / Health Aids / General Analgesics / Capsules/Gum/Tablets  
Sub Category / Health Aids / General Analgesics / Liquid Internal Use, Multi Dose  
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 / Muscular Pain Relief, Cream/Gel/Liquid Ext Use  
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 / Parapharmacie / Complements Nutritionnels  
Sub Category / Parapharmacie / Complements Nutritionnels / Gelules/Tablettes/Comprimes  
Sub Category / Parapharmacie / Complements Nutritionnels-Gelules/Tablettes/Comprimes  
Sub Category / Parapharmacie / Respiratoire / Decongestionnant Nasal  
Sub Category / Parapharmacie / Respiratoire-Decongestionnant Nasal  
Sub Category / Salad / RTE Pasta Based w/ Meat/Fish Additives Fxd Weight  
Sub Category / Salad / RTE Pasta Based W/o Meat/Fish Additives Fxd Weight  
Sub Category / Sugar/Candy / Cough/Throat Sweets, Non Medicated  
Super Spenders / Health Care / Prescription Drugs  
Sweden / Diet & Fitness / Diet & Weight Loss  
Sweden / Diet & Fitness / Exercise  
Sweden / Super Target / Interests / SE ST - Alternative healthcare  
Sweden / Super Target / Interests / SE ST - Diet tips  
Sweden / Super Target / Interests / SE ST - Dieting products  
Sweden / Super Target / Interests / SE ST - Disease and health care  
Sweden / Super Target / Interests / SE ST - Exercise  
Sweden / Super Target / Interests / SE ST - Health and Healthcare  
Sweden / Super Target / Interests / SE ST - Health care products  
Sweden / Super Target / Interests / SE ST - Healthy foods  
Sweden / Super Target / Media / SE ST - Papers - Health wellbeing

Sweden / Super Target / Sport & Activities / SE ST - Interested in Fitness training  
Sweden / Super Target / Sport & Activities / SE ST - Interested in Gymnastics and Workout  
Telecom Site / Lifestyle / Media / Health  
Tobacco / Tobacco and Accessories / Smoking Accessory  
Tobacco / Tobacco and Accessories / Tobacco-Smoking  
TR / Geo-Behavioural / Health and Beauty / Female Hair and Beauty Customers  
TR / Geo-Behavioural / Healthcare / Pharmacy Shoppers  
TR / Geo-Behavioural / Healthcare / Visits Healthcare Facilities  
Traditional Exercisers  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / Drug Store & Pharmacy Purchasers: Heavy Frequency  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / Drug Store & Pharmacy Purchasers: Heavy Spenders  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / Drug Store & Pharmacy Purchasers: Light Frequency  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / Drug Store & Pharmacy Purchasers: Light Spenders  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / Drug Store & Pharmacy Purchasers: Moderate Frequency  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / Drug Store & Pharmacy Purchasers: Moderate Spenders  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / National Chain Drug Store Shoppers  
Transactional / Convenience & Grocery / Drug Store & Pharmacy Purchasers / Pharmacy Customers  
Transactional / Dental Health  
Transactional / Dental Health / Active  
Transactional / Dental Health / Lapsed  
Transactional / Dental Health / Lapsing  
Transactional / Dental Health / New  
Transactional / Health & Wellness / Gym & Fitness Purchasers  
Transactional / Health & Wellness / Gym & Fitness Purchasers / Boutique Fitness Studio Customers  
Transactional / Health & Wellness / Gym & Fitness Purchasers / Gym & Fitness Purchasers: Heavy Frequency

Transactional / Health & Wellness / Gym & Fitness Purchasers / Gym & Fitness Purchasers: Heavy Spenders  
Transactional / Health & Wellness / Gym & Fitness Purchasers / Gym & Fitness Purchasers: Light Frequency  
Transactional / Health & Wellness / Gym & Fitness Purchasers / Gym & Fitness Purchasers: Light Spenders  
Transactional / Health & Wellness / Gym & Fitness Purchasers / Gym & Fitness Purchasers: Moderate Frequency  
Transactional / Health & Wellness / Gym & Fitness Purchasers / Gym & Fitness Purchasers: Moderate Spenders  
Transactional / Health & Wellness / Gym & Fitness Purchasers / Gym Customers  
Transactional / Health & Wellness / Vitamins & Supplements Purchasers  
Transactional / Health & Wellness / Vitamins & Supplements Purchasers / Online Vitamins & Supplement Buyers  
Transactional / Health & Wellness / Vitamins & Supplements Purchasers / Weight Loss Program Customers  
Transactional / Health Foods  
Transactional / Health Foods / Active  
Transactional / Health Foods / Lapsed  
Transactional / Health Foods / Lapsing  
Transactional / Health Foods / New  
Transactional / Medicinal & First Aid  
Transactional / Medicinal & First Aid / Active  
Transactional / Medicinal & First Aid / Lapsed  
Transactional / Medicinal & First Aid / Lapsing  
Transactional / Medicinal & First Aid / New  
Transactional / Other Health & Beauty Products  
Transactional / Other Health & Beauty Products / Active  
Transactional / Other Health & Beauty Products / Lapsed  
Transactional / Other Health & Beauty Products / Lapsing  
Transactional / Other Health & Beauty Products / New  
Transactional / Purchases / Health & Beauty  
Transactional / Purchases / Magazines / Health  
Transactional / Vitamins  
Transactional / Vitamins / Active  
Transactional / Vitamins / Lapsed  
Transactional / Vitamins / Lapsing  
Transactional / Vitamins / New  
Treat Smoking Cessation  
Trendy and healthy food

Trendy Exercisers  
Trim & Fit Lifestyles  
TV / ABC / Extreme Weight Loss (Reality)  
TV / Exposure to Advertisements / Advil Pain Reliever  
TV / Exposure to Advertisements / Advil Pain Reliever / All Viewers  
TV / Exposure to Advertisements / Advil Pain Reliever / Heavy Viewers  
TV / Exposure to Advertisements / Aleve Pain Reliever  
TV / Exposure to Advertisements / Aleve Pain Reliever / All Viewers  
TV / Exposure to Advertisements / Aleve Pain Reliever / Heavy Viewers  
TV / Exposure to Advertisements / Aleve PM Pain Reliever  
TV / Exposure to Advertisements / Aleve PM Pain Reliever / All Viewers  
TV / Exposure to Advertisements / Aleve PM Pain Reliever / Heavy Viewers  
TV / Exposure to Advertisements / Bayer One a Day Vitamins  
TV / Exposure to Advertisements / Bayer One a Day Vitamins / All Viewers  
TV / Exposure to Advertisements / Bayer One a Day Vitamins / Heavy Viewers  
TV / Exposure to Advertisements / Centrum MultiGummies Vitamins  
TV / Exposure to Advertisements / Centrum MultiGummies Vitamins / All Viewers  
TV / Exposure to Advertisements / Centrum MultiGummies Vitamins / Heavy Viewers  
TV / Exposure to Advertisements / CVS Pharmacy Drug Store  
TV / Exposure to Advertisements / CVS Pharmacy Drug Store / All Viewers  
TV / Exposure to Advertisements / CVS Pharmacy Drug Store / Heavy Viewers  
TV / Exposure to Advertisements / Health Hotline  
TV / Exposure to Advertisements / Health Hotline / All Viewers  
TV / Exposure to Advertisements / Health Hotline / Heavy Viewers  
TV / Exposure to Advertisements / Medicare Health Reform Helpline Referral Services  
TV / Exposure to Advertisements / Medicare Health Reform Helpline Referral Services / All Viewers  
TV / Exposure to Advertisements / Medicare Health Reform Helpline Referral Services / Heavy Viewers  
TV / Exposure to Advertisements / Nutrisystem Fast 5+ Weight Loss

TV / Exposure to Advertisements / Nutrisystem Fast 5+ Weight Loss / All Viewers  
TV / Exposure to Advertisements / Nutrisystem Fast 5+ Weight Loss / Heavy Viewers  
TV / Exposure to Advertisements / U.S. Department of Health and Human Services  
TV / Exposure to Advertisements / U.S. Department of Health and Human Services / All Viewers  
TV / Exposure to Advertisements / U.S. Department of Health and Human Services / Heavy Viewers  
TV / Exposure to Advertisements / United Healthcare  
TV / Exposure to Advertisements / United Healthcare / All Viewers  
TV / Exposure to Advertisements / United Healthcare / Heavy Viewers  
TV / Exposure to Advertisements / UnitedHealth Group  
TV / Exposure to Advertisements / UnitedHealth Group / All Viewers  
TV / Exposure to Advertisements / UnitedHealth Group / Heavy Viewers  
TV / Health  
UK / Beauty & Fitness  
UK / Beauty & Fitness / Beauty Pageants  
UK / Beauty & Fitness / Cosmetic Procedures  
UK / Beauty & Fitness / Face & Body Care  
UK / Beauty & Fitness / Face & Body Care / Skin & Nail Care  
UK / Beauty & Fitness / Face & Body Care / Unwanted Body & Facial Hair Removal  
UK / Beauty & Fitness / Fitness  
UK / Beauty & Fitness / Fitness / Bodybuilding  
UK / Beauty & Fitness / Fitness / Fitness Equipment & Accessories  
UK / Beauty & Fitness / Fitness / Fitness Instruction & Personal Training  
UK / Beauty & Fitness / Fitness / Gyms & Health Clubs  
UK / Beauty & Fitness / Fitness / Yoga & Pilates  
UK / Beauty & Fitness / Hair Care  
UK / Beauty & Fitness / Spas & Beauty Services  
UK / Beauty & Fitness / Spas & Beauty Services / Massage Therapy  
UK / Beauty & Fitness / Weight Loss  
UK / Behavioral - Lifestyle and Lifestage / Gym and Fitness Lifestyle  
UK / Behavioral - Retail / Health Food Shoppers  
UK / Exercise & Fitness  
UK / Exercise & Fitness / Diet & Weight Loss  
UK / Exercise & Fitness / Spring Weather  
UK / Finance / Insurance / Health Insurance

UK / Food & Drink / Cooking & Recipes / Healthy Eating  
UK / Health  
UK / Health / Aging & Geriatrics  
UK / Health / Alternative & Natural Medicine  
UK / Health / Alternative & Natural Medicine / Acupuncture & Chinese Medicine  
UK / Health / Alternative & Natural Medicine / Cleansing & Detoxification  
UK / Health / Health Conditions  
UK / Health / Health Conditions / Allergies  
UK / Health / Health Conditions / Cold & Flu  
UK / Health / Health Conditions / Ear Nose & Throat  
UK / Health / Health Foundations & Medical Research  
UK / Health / Medical Devices & Equipment  
UK / Health / Medical Facilities & Services  
UK / Health / Medical Facilities & Services / Hospitals & Treatment Centers  
UK / Health / Medical Facilities & Services / Medical Procedures  
UK / Health / Medical Facilities & Services / Physical Therapy  
UK / Health / Medical Literature & Resources  
UK / Health / Men's Health  
UK / Health / Nursing  
UK / Health / Nutrition  
UK / Health / Nutrition / Special & Restricted Diets  
UK / Health / Nutrition / Vitamins & Supplements  
UK / Health / Oral & Dental Care  
UK / Health / Pediatrics  
UK / Health / Pharmacy  
UK / Health / Public Health  
UK / Health / Public Health / Health Policy  
UK / Health / Vision Care  
UK / Health / Vision Care / Eye Exams & Optometry  
UK / Health / Vision Care / Eyeglasses & Contacts  
UK / Health / Vision Care / Laser Vision Correction  
UK / Health / Women's Health  
UK / Interest / Health & Fitness Buffs (App Usage)  
UK / Lifestyle and Interests / Interest in Health Foods  
UK / Lifestyle and Interests / Interest in Jogging/Physical Exercise  
UK / Lifestyle and Interests / Interest in Vitamins/Food Supplements  
UK / Lifestyle and Interests / Likely Non Smoking Household  
UK / Retail / Insurance / AXA Healthcare  
UK / Retail / Insurance / AXA Healthcare / Heavy Buyers (Nielsen Buyer Insights)  
UK / Social / Beauty / Fitness  
UK / Social / Finance / Health Insurance  
UK / Social / Health

UK / Social / Health / Aging  
UK / Social / Health / Healthy Living  
UK / Social / Health / Men's health  
UK / Social / Health / Nutrition  
UK / Social / Health / Vision Care  
UK / Social / Health / Weight Loss  
UK / Social / Health / Women's Health  
UK: Interest - Health & Fitness  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Datalogix (DLX) Purchase-Based / Categories and Brands / Health and Beauty Products  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Datalogix (DLX) Purchase-Based / Categories and Brands / Health and Beauty Products / Hair Care  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Datalogix (DLX) Purchase-Based / Categories and Brands / Health and Beauty Products / Vitamins  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Eating Styles / Healthy  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Hair Care  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Skin Care  
United Kingdom (UK) / Consumer Packaged Goods (CPG/FMCG) / Interest (Affinity) / Product Categories / Health and Beauty Products / Vitamins  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Gyms  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Running and Jogging  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Strength Training  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Exercise / Walking  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness  
United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Dieting and Weight Loss

United Kingdom (UK) / Hobbies and Interests (Affinity) / Health and Fitness / Wellness / Nutrition  
United Kingdom (UK) / Lifestyles / Enthusiasts / Healthy Living  
United Kingdom (UK) / Retail / In-Market / Health and Fitness  
United Kingdom (UK) / Retail / In-Market / Health and Fitness / Fitness  
United Kingdom (UK) / Retail / Purchase-Based / Categories / Health and Fitness Buyers  
United Kingdom (UK) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Fitness  
United Kingdom (UK) / Retail / Purchase-Based / Categories / Health and Fitness Buyers / Natural Wellness  
United Kingdom / Health & Fitness / Exercise Enthusiasts  
United Kingdom / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
United Kingdom / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
United Kingdom / Interests / Healthy Living / Health and Fitness Enthusiasts  
United Kingdom / Interests / Healthy Living / Health and Fitness Enthusiasts  
United Kingdom / Interests / Healthy Living / Organic & Eco Conscious  
United Kingdom / Interests / Healthy Living / Organic & Eco Conscious  
United Kingdom / Interests / Sports / Fitness Fanatics  
United Kingdom / Interests / Sports / Fitness Fanatics  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Boots The Chemists  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Boots The Chemists  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Co-Op Pharmacy  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Co-Op Pharmacy  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Superdrug  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Superdrug  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Tesco Instore Pharmacy  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Tesco Instore Pharmacy  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Tims & Parker  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Tims & Parker

United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Vantage Pharmacy  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Vantage Pharmacy  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Weldrick  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Weldrick  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Whitworth Chemists  
United Kingdom / Place Visits / Healthcare / Pharmacies & Drug Stores / Whitworth Chemists  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Curves  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Curves  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Fitness First  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Fitness First  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Mill Hotel & Spa  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Mill Hotel & Spa  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Rileys  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Rileys  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Virgin Active  
United Kingdom / Place Visits / Sports and Recreation / Fitness sports / Gyms and Fitness Centers / Virgin Active  
United Kingdom / Retail / Beauty, Health and Grocery Shoppers  
United Kingdom / Retail / Pharmacy Patrons  
United States / Brand Affinities / Food and Drink / Life Time Fitness  
United States / Brand Affinities / Food and Drink / Life Time Fitness  
United States / Clothing Shoppers / Pearle Vision Center  
United States / DataStream / Eagle / Eagle Vision

United States / Department Store Visitors / Pharmacy Visitors  
United States / Family Pharmacy  
United States / Finance & Money / Insurance / Health Insurance  
United States / Food & Beverages / Health Food  
United States / Food & Beverages / Health Food / Gluten Free Food  
United States / Fred's Pharmacy  
United States / Grocery Store Shoppers / Albertsons Food & Pharmacy  
United States / Gym Enthusiasts / 24 Hour Fitness  
United States / Gym Enthusiasts / Anytime Fitness  
United States / Gym Enthusiasts / Bally Total Fitness  
United States / Gym Enthusiasts / Jenny Craig Weight Loss Center  
United States / Gym Enthusiasts / LA Fitness  
United States / Gym Enthusiasts / Life Time Fitness  
United States / Gym Enthusiasts / Orangetheory Fitness  
United States / Gym Enthusiasts / Planet Fitness  
United States / Gym Enthusiasts / Snap Fitness  
United States / Health Mart Pharmacy  
United States / Healthy living / Fitness  
United States / Healthy living / General Interest in Healthy living  
United States / Healthy living / Meditation  
United States / Healthy living / Nutrition  
United States / Healthy living / Relaxation  
United States / Healthy living / Yoga  
United States / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
United States / Interests / Healthy Living / Beauty & Wellness Enthusiasts  
United States / Interests / Healthy Living / Dieters  
United States / Interests / Healthy Living / Dieters  
United States / Interests / Healthy Living / Health and Fitness Enthusiasts  
United States / Interests / Healthy Living / Health and Fitness Enthusiasts  
United States / Interests / Healthy Living / Organic & Eco Conscious  
United States / Interests / Healthy Living / Organic & Eco Conscious  
United States / Interests / Sports / Fitness Fanatics  
United States / Interests / Sports / Fitness Fanatics  
United States / Lifestyle / Healthy Living  
United States / Lifestyle / Healthy Living / Extreme Activities  
United States / Lifestyle / Healthy Living / New Age Enthusiasts  
United States / Lifestyle / Healthy Living / Protein Powder / Supplements

United States / Lifestyle / Healthy Living / Sports Enthusiasts  
United States / Lifestyle / Healthy Living / Sports Enthusiasts / NCAA Enthusiasts  
United States / Lifestyle / Healthy Living / Sports Enthusiasts / Olympic Enthusiasts  
United States / Lifestyle / Healthy Living / Sports Enthusiasts / Super Bowl Enthusiasts  
United States / Lifestyle / Healthy Living / Vitamin Consumers  
United States / Medicap Pharmacy  
United States / Medicine Shoppe Pharmacy  
United States / Pharmacy Shoppers / CVS Pharmacy  
United States / Pharmacy Shoppers / Duane Reade  
United States / Pharmacy Shoppers / Kerr Drug  
United States / Pharmacy Shoppers / Longs Drugs  
United States / Pharmacy Shoppers / Rite Aid  
United States / Pharmacy Shoppers / Sav-On Pharmacy  
United States / Pharmacy Shoppers / Walgreens  
United States / Premium / Family / Mothers Lifestyle / Fitness Mothers  
United States / Premium / Lifestyle / Donors / Contributes to Health Charities  
United States / Premium / Lifestyle / Health and Wellness Trends Enthusiasts  
United States / Premium / Lifestyle / Health and Wellness Trends Enthusiasts / Actively Try New Health and Diet Trends  
United States / Premium / Lifestyle / Health and Wellness Trends Enthusiasts / Actively Try New Health and Diet Trends / On a diet  
United States / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products  
United States / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Online Personal Health Product Buyers  
United States / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Retail Personal Health Product Buyers  
United States / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products Power Buyer  
United States / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Vitamins and Personal Health Products Purchase of \$1 - \$30  
United States / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products / Vitamins and Personal Health Products Purchase of \$219 - \$9999  
United States / Premium / Past Purchase / Personal Care / Vitamins and Personal Health Products /



Vitamins and Personal Health Products Purchase of \$31 - \$218  
United States / Purchase History / Propensity to Purchase / Personal Health Products / High  
United States / Purchase History / Propensity to Purchase / Personal Health Products / High  
United States / Purchase History / Propensity to Purchase / Personal Health Products / Low  
United States / Purchase History / Propensity to Purchase / Personal Health Products / Low  
United States / Purchase History / Propensity to Purchase / Personal Health Products / Moderate  
United States / Retail / Pharmacy Shoppers  
United States / Sports / Fitness & Exercise  
United States / Sports / Fitness & Exercise / Crossfit  
United States / Sports / Fitness & Exercise / Gym Goers  
United States / Sports / Fitness & Exercise / Joggers Runners  
United States / Sports / Fitness & Exercise / Mixed Martial Arts  
United States / Sports / Fitness & Exercise / Sports Apparel & Active Wear  
United States / Sports / Fitness & Exercise / Yoga Pilates  
United States / Sports & Recreation 2 / Weightlifting  
US / Canada / In-Market / Health & Wellness  
US / Canada / In-Market / Health & Wellness / Natural Wellness  
US / Canada / In-Market / Health & Wellness / Weight Loss & Supplements  
US / Canada / In-Market / Sports / Fitness  
US / Canada / Interests / CPG / Health & Beauty  
US / Canada / Interests / CPG / Health & Beauty / Diet & Nutrition  
US / Canada / Interests / CPG / Health & Beauty / Skincare  
US / Canada / Interests / CPG / Health & Beauty / Sports Nutrition  
US / Canada / Retail / Health & Wellness  
US / Canada / Retail / Health & Wellness / Natural Wellness  
US / Canada / Retail / Health & Wellness / Weight Loss & Supplements  
US / Canada / Retail / Sports / Fitness  
US / Finance / Health Insurance  
US / Food and Cooking / Quick & Healthy Meals  
US / Health & Hygiene / Arthritis Treatment  
US / Health & Hygiene / Athlete's Foot  
US / Health & Hygiene / Blood Sugar Management  
US / Health & Hygiene / Cholesterol  
US / Health & Hygiene / Eczema Treatment  
US / Health & Hygiene / Healthies

US / Health & Hygiene / Men's Hygiene  
US / Health & Hygiene / Optometry  
US / Health & Hygiene / Personal Hygiene  
US / Health & Hygiene / Psoriasis Treatment  
US / Health & Hygiene / Skin Care  
US / Health & Hygiene / Skincare & Cosmetic Brands  
US / Health & Hygiene / Spine  
US / Health & Hygiene / Vitamin Users  
US / Health & Hygiene / Weight-loss Seekers  
US / Healthcare Solutions  
US > Health > Vision Care > Eyeglasses & Contacts  
US Hispanic / Health & Fitness  
US Hispanics / Health and Fitness  
US Hispanics / Intent / Health and personal care  
US Hispanics / Interest / Health and personal care  
US Hispanics / Interest / Health and personal care / Fitness  
US Hispanics / Interest / Health and personal care / Wellness  
US Hispanics / Interest / Healthy Living  
US Hispanics / Interest / Healthy Living / Fitness  
US Hispanics / Interest / Healthy Living / Nutrition and Diets  
US Only / Anytime Fitness  
US Only / CVS Pharmacy  
US Only / Jenny Craig Weight Loss Center  
US Only / Lifestyle and Lifestage / Gym and Fitness Lifestyle  
US Only / Retail / Health Food Shoppers  
US Only / Retail / Pharmacy Shoppers  
US Only / Weight Watchers  
US Spanish Speakers / Interest / Health and wellbeing  
US Spanish Speakers / Interest / Health and wellbeing / Fitness and exercise  
USA - HISPANICS / Activation Segment / Diet (EN), Dieta (ES), Dieta (PT)  
USA - HISPANICS / Activation Segment / Healthy eating (EN), Alimentacion saludable (ES), Alimentacao saudavel (PT)  
USA - HISPANICS / Interest / Health (EN), Salud (ES), Saude (PT)  
USA - HISPANICS / Life Style / Fitness and Wellness (EN), Deportista (ES), Esportista (PT)  
USA - HISPANICS / Microsegment / Supervisors (EN), Supervisores (ES), Supervisores (PT)  
USA / US / Exercise, Diet and Nutrition / Beauty Product Big Spenders  
USA / US / Exercise, Diet and Nutrition / Calcium Users  
USA / US / Exercise, Diet and Nutrition / Diet to Control Blood Pressure

USA / US / Exercise, Diet and Nutrition / Diet to Look Good  
USA / US / Exercise, Diet and Nutrition / Diet to Lose Weight  
USA / US / Exercise, Diet and Nutrition / Diet to Maintain Blood Glucose / Cholesterol  
USA / US / Exercise, Diet and Nutrition / Fiber Users  
USA / US / Exercise, Diet and Nutrition / Fitness Fanatics  
USA / US / Exercise, Diet and Nutrition / Folic Acid (Vitamin B9) Users  
USA / US / Exercise, Diet and Nutrition / Glucosamine Users  
USA / US / Exercise, Diet and Nutrition / Healthy Eating Habits  
USA / US / Exercise, Diet and Nutrition / Herbs / Botanicals (e.g., Turmeric, Green Tea, Melatonin) Users  
USA / US / Exercise, Diet and Nutrition / Iron Users  
USA / US / Exercise, Diet and Nutrition / Magnesium Users  
USA / US / Exercise, Diet and Nutrition / Motivated to Improve Physical Appearance  
USA / US / Exercise, Diet and Nutrition / Omega-3 / Fish Oil Users  
USA / US / Exercise, Diet and Nutrition / Potassium Users  
USA / US / Exercise, Diet and Nutrition / Probiotics Users  
USA / US / Exercise, Diet and Nutrition / Protein (e.g., Powders, Drinks, Bars) Users  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Bone Health  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Digestive Health  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Healthy Aging  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Heart Health  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Immune Health  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Increased Energy  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Joint Health  
USA / US / Exercise, Diet and Nutrition / Take A Supplement for Weight Management  
USA / US / Exercise, Diet and Nutrition / Vitamin and Supplement Supporters  
USA / US / Exercise, Diet and Nutrition / Vitamin B-complex Users  
USA / US / Exercise, Diet and Nutrition / Vitamin C Users

USA / US / Exercise, Diet and Nutrition / Vitamin D Users  
USA / US / Exercise, Diet and Nutrition / Vitamin E Users  
USA / US / Health Attitudes and Behaviors / Engaged Yet Neutral on Healthcare Ads  
USA / US / Health Attitudes and Behaviors / Future Prospects to Experience Poor Health  
USA / US / Health Attitudes and Behaviors / Health Influencer, Informed and Trusted by Friends  
USA / US / Health Attitudes and Behaviors / Healthy Independents, Optimistic Health Outlook  
USA / US / Health Attitudes and Behaviors / Medical Check Ups / None Past 5 Years  
USA / US / Health Attitudes and Behaviors / Medical Facilities / Frequent Emergency Room (ER) Users  
USA / US / Health Attitudes and Behaviors / Medical Facilities / Frequent Hospital Users  
USA / US / Health Attitudes and Behaviors / Medical Facilities / Frequent Urgent Care Users  
USA / US / Health Attitudes and Behaviors / Pessimistic Health Outlook and Stressed  
USA / US / Health Attitudes and Behaviors / Prefer Non-prescription (OTC) Over Prescription (RX)  
USA / US / Health Attitudes and Behaviors / Proactive Patients  
USA / US / Health Attitudes and Behaviors / Quick to Treat with OTC  
USA / US / Health Attitudes and Behaviors / Value Prescription Medications  
USA / US / Health Caregivers / Caregivers Assisting with Treatments / Medications  
USA / US / Health Caregivers / Caregivers of Arthritis Patients  
USA / US / Health Caregivers / Caregivers of Children / Teenagers  
USA / US / Health Caregivers / Caregivers of Older Adults (65+ Years)  
USA / US / Health Conditions and Treatments / Acid Reflux / Gerd  
USA / US / Health Conditions and Treatments / Acid Reflux / Gerd Older Sufferers (aged 55+)  
USA / US / Health Conditions and Treatments / Adult Acne, OTC Treatment  
USA / US / Health Conditions and Treatments / Allergy, Children's, OTC treatment  
USA / US / Health Conditions and Treatments / Allergy, Food  
USA / US / Health Conditions and Treatments / Allergy, Grass  
USA / US / Health Conditions and Treatments / Allergy, OTC Treatment, Age 18-34

USA / US / Health Conditions and Treatments / Allergy, OTC Treatment, Age 35-49  
USA / US / Health Conditions and Treatments / Allergy, Ragweed  
USA / US / Health Conditions and Treatments / Allergy, Tree Pollen  
USA / US / Health Conditions and Treatments / Arthritis, Moderate to Severe  
USA / US / Health Conditions and Treatments / Back Pain  
USA / US / Health Conditions and Treatments / Cold / Cough / Flu, OTC Treatment, Age 18-34  
USA / US / Health Conditions and Treatments / Cold / Cough / Flu, OTC Treatment, Age 35-49  
USA / US / Health Conditions and Treatments / High Blood Pressure  
USA / US / Health Conditions and Treatments / Joint Pain  
USA / US / Health Conditions and Treatments / Migraine Headache  
USA / US / Health Conditions and Treatments / Migraine Headache, Chronic  
USA / US / Health Conditions and Treatments / Muscle Pain  
USA / US / Health Conditions and Treatments / Nerve Pain  
USA / US / Health Conditions and Treatments / Osteoarthritis, Satisfied with RX  
USA / US / Health Conditions and Treatments / Pain Interfere with Ability to Sleep  
USA / US / Health Conditions and Treatments / Pain, OTC Treatment  
USA / US / Health Conditions and Treatments / Psoriasis, Moderate to Severe  
USA / US / Health Conditions and Treatments / Psoriatic Arthritis  
USA / US / Health Conditions and Treatments / Rosacea  
USA / US / Health Conditions and Treatments / Sleeping Difficulty / Insomnia, No Treatment  
USA / US / Health Conditions and Treatments / Sleeping Difficulty / Insomnia, OTC Treatment  
USA / US / Health Conditions and Treatments / Vaccine / Flu Vaccine Investigators  
USA / US / Health Insurance / Medicare Prescription Drug Plan  
USA / US / Health Insurance / No Health Insurance  
USA / US / Health Insurance / Out-of-pocket RX Buyers  
USA / US / Health Insurance / Prescription Savings Plan  
USA / US / Health Media and Advertising / Go Online after Seeing Healthcare Ads

USA / US / Health Media and Advertising / Interested in Rx after Seeing Healthcare Ads  
USA / US / Health Media and Advertising / Take or Refill Rx after Seeing Healthcare Ads  
USA / US / Health Media and Advertising / Value Diet or Fitness Websites for Health Information  
USA / US / Health Media and Advertising / Value Health-Related Websites for Health Information  
USA / US / Health Media and Advertising / Value Magazines for Health Information  
USA / US / Health Media and Advertising / Value Online Video for Health Information  
USA / US / Health Media and Advertising / Value Pharmacists for Health Information  
USA / US / Health Media and Advertising / Value Social Media for Health Information  
USA / US / Health Media and Advertising / Value TV for Health Information  
USA / US / Health Shopping Behavior / Purchase Medication Online  
USA / US / Health Shopping Behavior / Receptive to Rx Coupons  
USA / US / Interest / Health, Beauty and Personal Care / Fitness  
USA / US / Interest / Health, Beauty and Personal Care / Nutrition  
USA / US / Tobacco / Trying to Quit Smoking  
USA / US / TV Ads and Health / Conducted Online Search After Seeing Healthcare Ads On TV  
USA / US / TV Ads and Health / Discussed Ad with Doc / Switched Brands After Seeing Healthcare Ads On TV  
USA / US / TV Ads and Health / Purchased OTC After Seeing Healthcare Ads On TV  
USA / US / TV Ads and Health / Refilled Prescription After Seeing Healthcare Ads On TV  
USA / US / TV Ads and Health / Visited Pharma Website After Seeing Healthcare Ads On TV  
USA / US / TV Ads and Health / Watched Video Online After Seeing Healthcare Ads On TV  
USA / US / TV Viewing Habits / TV Genre / Watch Health  
USA / US / Auto Owners / Auto Model / SORENTO  
USA / US / Brand Use and Perception / Finance / Insurance / Current Customer / Unitedhealthcare  
USA / US / Holidays Favorite Leisure Trip Types / Activities / sport (e.g. Walking and Hiking, Cycling, Health and Fitness, Etc.)  
USA / US / Holidays Favorite Leisure Trip Types / Spa Trip / health Spa Trip  
USA / US / Intent / Likely to Purchase / Insurance Purchasing Behavior / Health Insurance

USA / US / Interest / Brand Affinity / Health and Nutrition Store Visitor / GNC  
USA / US / Interest / Brand Affinity / Nonprofit / Partners In Health  
USA / US / Interest / Brand Affinity / Nonprofit / World Vision  
USA / US / Interest / Brand Affinity / Pharmacy Store Visitor / CVS  
USA / US / Interest / Brand Affinity / Pharmacy Store Visitor / Duane Reade  
USA / US / Interest / Brand Affinity / Pharmacy Store Visitor / Medicine Shoppe Pharmacy  
USA / US / Interest / Brand Affinity / Pharmacy Store Visitor / Rite Aid  
USA / US / Interest / Brand Affinity / Pharmacy Store Visitor / Walgreens  
USA / US / Interest / Donors / Non-Profit / Health Donor  
USA / US / Interest / Food and Cooking / Healthy Eating  
USA / US / Interest / General Interest / Health and Medical / Eye Care Location Visitor  
USA / US / Interest / General Interest / Health and Medical / Location Visitor  
USA / US / Interest / General Interest / Health and Medical / Pharmacy Location Visitor  
USA / US / Interest / General Interest / Health Fitness / Gym Yoga Recreation Clubs Location Visitor  
USA / US / Interest / General Interest / Health Fitness / Location Visitor  
USA / US / Interest / Health and Fitness / Healthy Eating  
USA / US / Interest / Health, Beauty and Personal Care  
USA / US / Interest / Lifestyle and Other Interests / Dieting and Weight loss  
USA / US / Interest / Lifestyle and Other Interests / Health and Medical  
USA / US / Interest / Purchase Categories / Health and Beauty Products  
USA / US / Interest / Sports / Aerobic Exercise  
USA / US / Interest / Sports / Running Exercise  
USA / US / Interest / Sports / Walking Exercise  
USA / US / Interest / Treatment / Acne  
USA / US / Interest / Treatment / Allergies  
USA / US / Interest / Treatment / Cholesterol  
USA / US / Interest / Treatment / Diet  
USA / US / Interest / Treatment / Heartburn  
USA / US / Interest / Treatment / High Blood Pressure  
USA / US / Interest / Treatment / Nasal Congestion  
USA / US / Mobile Apps / Health and Diet App Users

USA / US / Online Videos / Watch Health and Fitness Videos Online  
USA / US / Sociodemographic / Lifestyle / Health / Diet  
USA / US / Sociodemographic / Lifestyle / Health / Fitness  
USA / US / Sociodemographic / Lifestyle / Health / Health and Medical  
USA / US Brand Propensities / Food and Drug / Swanson Vitamins Buyer Propensity  
USA / US Brand Propensities / Food and Drug / Weight Watchers International Buyer Propensity  
USA / US Composite / Sports and Fitness Buffs  
USA / US Composite / Sports and Fitness Buffs Online  
USA / US EyeSocial / Personal Care / High Affinity / Dental Care  
USA / US EyeSocial / Personal Care / High Affinity / Diet  
USA / US EyeSocial / Personal Care / High Affinity / Supplements  
USA / US EyeSocial / Sports / High Affinity / Fitness  
USA / US Health and Wellbeing / Fitness and Exercise  
USA / US Health and Wellbeing / Health and Wellbeing  
USA / US Health and Wellbeing / Health, Wellness and Fitness  
USA / US Health and Wellbeing / Nutraceutical Supplements Buyers  
USA / US Health and Wellbeing / Self-Improvement  
USA / US Health and Wellbeing / Weight Loss  
USA / US Premium Health and Wellbeing / Premium Fitness and Exercise  
USA / US Premium Health and Wellbeing / Premium Health and Wellbeing  
USA / US Premium Health and Wellbeing / Premium Health, Wellness and Fitness  
USA / US Premium Health and Wellbeing / Premium Self-Improvement  
USA / US Premium Health and Wellbeing / Premium Weight Loss  
USA / US Premium Products and Services Propensities / Premium Health Insurance: Propensity  
USA / US Products and Services Propensities / Health Insurance: Propensity  
USA / US Reach / Propensity Models / Finance / Insurance / Medical Insurance Policy Holders  
USA / US Reach / Propensity Models / Hobbies and Interest / Sports / Fitness Enthusiasts  
USA / US Reach / Propensity Models / Lifestyle / Charities / Contributes to Health Charities  
USA / US Reach / Propensity Models / Lifestyle / Healthy Living

USA / US Reach / Propensity Models / Lifestyle / On a Diet  
USA / US Reach / Propensity Models / Retail / Household Consumer Expenditures / Personal Health  
USA / US Reach / Propensity Models / Retail / Online / Personal Health  
USA / US Senior Market / Health Conscious Seniors  
USA / US Senior Market / Seniors with a Mind for Fitness and Exercise  
USA / US Vertical Health / Acne Interest  
USA / US Vertical Health / Allergy Interest  
USA / US Vertical Health / Arthritis Interest  
USA / US Vertical Health / Back Pain Interest  
USA / US Vertical Health / Chronic Pain Interest  
USA / US Vertical Health / Cold and Flu Interest  
USA / US Vertical Health / Dental Health Interest  
USA / US Vertical Health / Diet and Weight-loss Interest  
USA / US Vertical Health / Digestive Health Interest  
USA / US Vertical Health / Fitness and Exercise Interest  
USA / US Vertical Health / Food Allergy Interest  
USA / US Vertical Health / Gluten-Free Diet Interest  
USA / US Vertical Health / Headache and Migraine Interest  
USA / US Vertical Health / Health Caregiver Interest  
USA / US Vertical Health / Healthy Lifestyle Interest  
USA / US Vertical Health / High Blood Pressure Interest  
USA / US Vertical Health / Men's Health Interest  
USA / US Vertical Health / OTC Medications Interest  
USA / US Vertical Health / Pediatrics Health Interest  
USA / US Vertical Health / Psoriatic Arthritis Interest  
USA / US Vertical Health / Respiratory Health Interest  
USA / US Vertical Health / Sandwich Generation  
USA / US Vertical Health / Senior Health Interest  
USA / US Vertical Health / Skin Health Interest  
USA / US Vertical Health / Sleep Health Interest  
USA / US Vertical Health / Smoking Cessation Interest  
USA / US Vertical Health / Spine Health Interest  
USA / US Vertical Health / Sports Injury Interest  
USA / US Vertical Health / Thyroid Health Interest A  
USA / US Vertical Health / Vaccination Interest  
USA / US Vertical Health / Vision and Eye Health Interest  
USA / US Vertical Health / Women's Health Interest  
Verified Purchase / Diet and Nutrition  
Verified Purchase / Health & Wellness  
Verified Purchase / Health & Wellness / Pain Reliever  
Verified Purchase / Medicine  
Verified Purchase / Vitamins & Oils

Videos Online / Fitness e Nutricao  
Vision  
Vitamin & Daily Supplement Information Seekers  
Vitamin Nutrition Purchasers  
Vitamin Supplements  
Vitamins  
Vitamins and Supplements  
Vitamins and Supplements / Complete Nutritional Products  
Vitamins and Supplements / Dietary Supplements  
Vitamins and Supplements / Minerals  
Vitamins and Supplements / Probiotics  
Vitamins and Supplements / Protein Supplements  
Vitamins and Supplements / Vitamins - Adult  
Vitamins and Supplements / Vitamins - Children  
Vitamins Supplement Purchasers  
Wants to Buy - Products / Health & Beauty Supplies  
Wants to Buy - Products / Health & Beauty Supplies  
Wants to Buy - Products / Health & Beauty Supplies / Dental Care  
Wants to Buy - Products / Health & Beauty Supplies / Hair Care  
Wants to Buy - Products / Health & Beauty Supplies / Hair Care Appliances  
Wants to Buy - Products / Health & Beauty Supplies / Massagers  
Wants to Buy - Products / Health & Beauty Supplies / Skin Care Appliances  
Wants to Buy - Products / Health & Beauty Supplies / Skin Care Products  
Wants to Buy - Products / Health & Beauty Supplies / Vision Care  
Wants to Buy - Products / Health & Beauty Supplies / Vitamins & Nutrition  
Wants to Buy - Products / Sports Equipment & Outdoor Gear  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Cardio Equipment Accessories  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Elliptical & Cross Trainer Machines  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Exercise Bikes  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Free Weight Equipment  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Home Gyms

Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Rowing Machines  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Strength & Fitness Training  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Treadmills  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Weight Machines  
Wants to Buy - Products / Sports Equipment & Outdoor Gear / Fitness Equipment / Yoga & Pilates Equipment  
Wants to Buy / Drugstore & Pharmacy  
Wants to Buy / Drugstore & Pharmacy / Hair Care  
Wants to Buy / Drugstore & Pharmacy / Hair Care  
Wants to Buy / Drugstore & Pharmacy / Medicines & Prescriptions  
Wants to Buy / Drugstore & Pharmacy / Medicines & Prescriptions  
Wants to Buy / Drugstore & Pharmacy / Nails & Nailcare  
Wants to Buy / Drugstore & Pharmacy / Nails & Nailcare  
Wants to Buy / Drugstore & Pharmacy / Other Beauty Products  
Wants to Buy / Drugstore & Pharmacy / Other Beauty Products  
Wants to Buy / Drugstore & Pharmacy / Skincare  
Wants to Buy / Drugstore & Pharmacy / Skincare  
Wants to Buy / Drugstore and Pharmacy / Skincare  
Wants to Buy / Food & Drink / Health Foods & Vitamins  
Wants to Buy / Food & Drink / Health Foods & Vitamins  
Wants to Buy / Food and Drink / Health Foods and Vitamins  
Wants to Buy / Interests / Electronic Smoking Vapour  
Wants to Buy / Interests / Electronic Smoking Vapour  
Wants to Buy / Interests / Fitness Equipment  
Wants to Buy / Interests / Fitness Equipment  
Wants to Buy / Interests / Fitness Services  
Wants to Buy / Interests / Fitness Services  
Wants to Buy / Interests / Health and Wellness Equipment  
Wants to Buy / Interests / Health and Wellness Equipment  
Wearables / Use App/Site To Track Calories/ Exercise  
Wearables / Used Hlth Monit Devc Lst  
12M:Wearable Fitness Health Tracker

Weather Conditions / Acne  
Weather Conditions / Migraine Remedies  
Weather Conditions / Migraine Symptoms  
Weather Conditions / Pharmacy Visits  
Weather Conditions / Sinus Congestion  
Weather Forecast / Cough and Cold Symptoms  
Web / Companies / A-F / Acadia Healthcare  
Web / Companies / A-F / Advocate Health Care  
Web / Companies / A-F / AMN Healthcare Services  
Web / Companies / A-F / Aurora Health Care  
Web / Companies / A-F / Banner Health  
Web / Companies / A-F / Carolinas Healthcare System  
Web / Companies / A-F / Community Health Systems  
Web / Companies / A-F / CVS Health  
Web / Companies / A-F / Davita Healthcare Partners  
Web / Companies / A-F / Diplomat Pharmacy  
Web / Companies / A-F / Envision Healthcare  
Web / Companies / G-L / Genesis Healthcare  
Web / Companies / G-L / Health Net  
Web / Companies / G-L / Iasis Healthcare  
Web / Companies / G-L / IMS Health  
Web / Companies / G-L / Intermountain Healthcare  
Web / Companies / G-L / Kindred Healthcare  
Web / Companies / G-L / Lifepoint Health  
Web / Companies / M-Q / Magellan Health  
Web / Companies / M-Q / Mead Johnson Nutrition  
Web / Companies / M-Q / Molina Healthcare  
Web / Companies / M-Q / National Institutes Of Health  
Web / Companies / M-Q / Philips Healthcare  
Web / Companies / M-Q / Providence Health & Services  
Web / Companies / R-Z / Siemens Healthcare  
Web / Companies / R-Z / Tenet Healthcare  
Web / Companies / R-Z / Unitedhealth Group  
Web / Companies / R-Z / Universal Health Services  
Web / Companies / R-Z / Wellcare Health Plans  
Web / Demographic / Finances / Charitable Donors / Health Causes  
Web / In Market / Considering / Beauty\_Health  
Web / In Market / Considering / Beauty\_Health / Aging Care  
Web / In Market / Considering / Beauty\_Health / Base Make  
Web / In Market / Considering / Beauty\_Health / Beauty Appliances  
Web / In Market / Considering / Beauty\_Health / Body Care  
Web / In Market / Considering / Beauty\_Health / Depilation  
Web / In Market / Considering / Beauty\_Health / Diet

Web / In Market / Considering / Beauty\_Health /  
Esthetic  
Web / In Market / Considering / Beauty\_Health / For  
Men  
Web / In Market / Considering / Beauty\_Health /  
Hair Care  
Web / In Market / Considering / Beauty\_Health /  
Health Goods  
Web / In Market / Considering / Beauty\_Health /  
Health Goods / Diet Foods  
Web / In Market / Considering / Beauty\_Health /  
Health Goods / Health Foods\_Supplement  
Web / In Market / Considering / Beauty\_Health /  
Make Up  
Web / In Market / Considering / Beauty\_Health /  
Skin Care  
Web / In Market / Purchased / Beauty\_Health  
Web / In Market / Purchased / Beauty\_Health /  
Aging Care  
Web / In Market / Purchased / Beauty\_Health /  
Beauty Appliances  
Web / In Market / Purchased / Beauty\_Health / Body  
Care  
Web / In Market / Purchased / Beauty\_Health /  
Depilation  
Web / In Market / Purchased / Beauty\_Health / Diet  
Web / In Market / Purchased / Beauty\_Health / For  
Men  
Web / In Market / Purchased / Beauty\_Health / Hair  
Care  
Web / In Market / Purchased / Beauty\_Health /  
Health Goods  
Web / In Market / Purchased / Beauty\_Health /  
Make Up  
Web / In Market / Purchased / Beauty\_Health / Oral  
Care  
Web / In Market / Purchased / Beauty\_Health / Skin  
Care  
Web / Interest / Beauty\_Health  
Web / Interest / Beauty\_Health / Beauty  
Web / Interest / Beauty\_Health / Beauty / Body Care  
Web / Interest / Beauty\_Health / Beauty / Dental  
Care  
Web / Interest / Beauty\_Health / Beauty / Diet  
Web / Interest / Beauty\_Health / Beauty / Hair Care  
Web / Interest / Beauty\_Health / Beauty / Skin Care  
Web / Interest / Beauty\_Health / Beauty / Skin Care  
/ BB Cream\_CC Cream  
Web / Interest / Beauty\_Health / Beauty / Skin Care  
/ Facial Wash  
Web / Interest / Beauty\_Health / Beauty / UV Care  
Web / Interest / Beauty\_Health / Health

Web / Interest / Beauty\_Health / Health / Health  
Care  
Web / Interest / Beauty\_Health / Health / Health  
Foods\_Supplement  
Web / Interest / Beauty\_Health / Health / Kampo  
Web / Interest / Beauty\_Health / Health / Nutrition  
Care  
Web / Interest / Beauty\_Health / Health / Pollen  
Allergy  
Web / Interest / Entertainment / Books / Health  
Web / Interest / Finance\_Insurance / Insurance /  
Health Insurance  
Web / Interest / Finance\_Insurance / Insurance /  
Medical Insurance  
Web / Interest / Health & Fitness  
Web / Interest / Health & Fitness / Exercise  
Web / Interest / Health & Fitness / Healthy Living  
Web / Interest / Health & Fitness / Men's  
Web / Interest / Health & Fitness / Nutrition  
Web / Interest / Health & Fitness / Nutrition /  
Vegetarian  
Web / Interest / Hobby / Idol / Johnny's / Arashi  
Web / Interest / Hobby / Recipe / Diet  
Web / Interest / News\_Society / Welfare\_Nursing  
Web / Life Stage / Nursing Care  
Web / Lifestyles / Healthy & Fit  
Web / Location Analogy / Traffic / Smoking  
Web / Location Analogy / Traffic / Smoking /  
etobacco  
Web / Location Analogy / Traffic / Smoking /  
etobacco / glo  
Web / Location Analogy / Traffic / Smoking /  
etobacco / iqos  
Web / Location Analogy / Traffic / Smoking /  
etobacco / ploom tech  
Web / Location Analogy / Traffic / Smoking /  
etobacco / vape  
Web / Location Analogy / Traffic / Smoking /  
Smoking Area  
Web / Profession / Nursing  
Web / Used Store / Pharmacy  
Weight & Diet Managers  
Weight Loss  
Weight Watchers  
Weight-loss Seekers  
Weightlifting  
Wellness  
Wellness and Fitness  
Wellness Purchasers  
Women / Women Seeking Weight-loss  
Women's Health & Beauty  
Word of Mouth Influencers / Category Talkers / Talks  
About Healthcare

Word of Mouth Influencers / Conversation Catalysts  
/ Healthcare

Word of Mouth Influencers / CPG/Pharma / Talks  
About Oral Health Products

Word of Mouth Influencers / CPG/Pharma / Talks  
About Pharmacies

Word of Mouth Influencers / Issues / Talks About  
Health Insurance/System

Word of Mouth Influencers / Issues / Talks About  
Nutrition/Healthy Eating

Workout Warriors