

Demographics > Hobbies/Interests > Healthy Eating
Demographics > Hobbies/Interests > Organic Foods
Demographics > Hobbies/Interests > Vegetarian Products
Demographics > Hobbies/Interests > Vitamins
Seasonal > Seasonal Allergies
Healthy Living
Demographic > Lifestyles > Read Natural Health
Entertainment > Magazine Readers > Medical/Health
Passionate About > Food & Drink > Natural Foods
Passionate About > Food & Drink > Vegetarianism
CPG > Brands > Health & Beauty Buyers > Pain Relief
CPG > Brands > Health & Beauty Buyers > Vitamins
CPG > OTC Drug Buyers
Frequent Buyers > Health & Wellness Buyers > Natural Wellness
Frequent Buyers > Health & Wellness Buyers > Weight Loss & Supplements
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Dietary Supplement
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Dietary Supplement
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > First Aid
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > First Aid > Antisepti
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > First Aid > Bandage
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > First Aid > Epsom Sa
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > First Aid > Gauze &
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > First Aid > Heat & Ic
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > First Aid > Thermon
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Health Electronics
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Massage
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Contacts
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Contacts > Contact
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Prescription Eyewe
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Prescription Eyewe
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Prescription Eyewe
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 1
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 1
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 1
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 1
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 2
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 2
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 3
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical > Reading Glasses > 3
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care > Dental
In-Market > Retail > Entertainment > Media > Books & Magazines > Nonfiction Books > Health, Diet & E
In-Market > Retail > Entertainment > Media > Books & Magazines > Nonfiction Books > Medical Books
In-Market > Retail > Shopping Predictors > Health & Beauty > Cold & Flu
In-Market > Retail > Shopping Predictors > Health & Beauty > Skin Care
In-Market > Retail > Shopping Predictors > Health & Beauty > Vision Care

In-Market > Retail > Shopping Predictors > Transaction Predictors > Consumer Packaged Goods (CPG) >
In-Market > Retail > Shopping Predictors > Transaction Predictors > Consumer Packaged Goods (CPG) >
In-Market > Retail > Shopping Predictors > Transaction Predictors > Consumer Packaged Goods (CPG) >
In-Market > Retail > Shopping Predictors > Transaction Predictors > Consumer Packaged Goods (CPG) >
In-Market > Services > Services > Health
Interest > Health, Beauty & Personal Care > Health
Interest > Health, Beauty & Personal Care > Health > Allergies
Interest > Health, Beauty & Personal Care > Health > Food Allergies
Interest > Health, Beauty & Personal Care > Health > Natural Medicine
Interest > Health, Beauty & Personal Care > Health > Nutrition
Interest > Health, Beauty & Personal Care > Nutrition
Interest > Lifestyles > Healthy Living
Retail > Health
Past Purchases > General Health
Healthy Living
Healthy Living > Dieting & Weight Loss
Offline CPG Purchasers > Health Food Buyer
Offline CPG Purchasers > Product Segment > Health / Beauty > Health > Cough & Cold Remedies
Offline CPG Purchasers > Product Segment > Health / Beauty > Health > First Aid
Offline CPG Purchasers > Product Segment > Health / Beauty > Health > Vitamins
Interest Model: Lifestyle > Health Living
CPG > Brands > Health & Beauty Buyers
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 > 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 > Vitamins
CPG > Brands > Health & Beauty Buyers > Vitamins > Nature Made
CPG > Brands > Health & Beauty Buyers > Vitamins > Nature's Bounty
Frequent Buyers > Health & Wellness Buyers > Natural Wellness
Frequent Buyers > Health & Wellness Buyers > Weight Loss & Supplements
In-Market > Retail > Shopping Predictors > Social Shopping > Health & Beauty > Cold & Flu
Branded Data > Offline CPG Purchasers > Product Segment > Health / Beauty > Health > Vitamins
Interest > Health, Beauty & Personal Care > Health > Allergies
Interest > Health, Beauty & Personal Care > Health > Natural Medicine
In-Market > Retail > Consumer Packaged Goods (CPG) > Health & Beauty > Optical
Health & Wellbeing
Health & Wellbeing > Alliant Nutraceutical Supplements
Health & Wellbeing > Self-Improvement
Health & Wellbeing > Weight Loss
Health > Health & Medical
Health > Health & Medical > Medicine
Health > Health & Wellness

Health > Health & Wellness > First Aid
Health > Health & Wellness > Homeopathy
Health > Health & Wellness > Nutrition
Health > Health & Wellness > Vitamins & Minerals
Health > Health & Wellness > Weight Loss
Health > Health Conditions
Health > Health Doctors
Health > Health Terms
Health > Health Terms > Medical Facilities
Health > Health Terms > Medical Procedures
Health > Health Terms > Nurse
Health > Health Terms > Trauma
Health > Healthcare
Health > Social
Health > Social > Health Influencers
Health > Social > Health Shoppers
Health > Social > Health Video Engagers
Premium > Shoppers In-Market > By Interest Vertical > Health
Premium > Social > Social Influencers > Health
Premium > Social > Video > Video Engagers > Health
Reach > Health
Reach > Health > Health & Medical
Retail > Health & Beauty > Cold & Flu
Retail > Health & Beauty > Vision Care
Lifestyle > Health
L1 Affinity > Health & Beauty
Demographics > Hobbies/Interests > Vitamins
Seasonal > Seasonal Allergies
Magazine Readers > Medical/Health
Interest > Health, Beauty & Personal Care > Health
Demographics > Hobbies/Interests > Healthy Eating
Offline CPG Purchasers > Product Segment > Health / Beauty > Health > First Aid
CPG > OTC Drug Buyers > Allergy Relief
CPG > OTC Drug Buyers > Cough & Cold Relief
CPG > OTC Drug Buyers > Pain Relief
In-Market > Retail > Consumer Packaged Goods (CPG) > Brands > Arbonne
In-Market > Retail > Consumer Packaged Goods (CPG) > Brands > Bayer
In-Market > Services > Services > Health > Dental
In-Market > Services > Services > Health > Medical
In-Market > Services > Services > Health > Medical > Medical Centers
In-Market > Services > Services > Health > Medical > Nurses
In-Market > Services > Services > Health > Medical > Rehabilitation
In-Market > Services > Services > Health > Pharmacies
In-Market > Services > Services > Personal Care > Spa
Interest > News & Current Events > Text Message Alerts > Entertainment > Health & Lifestyle
Seasonal > Spring Seasonal > Allergy Sufferers
Seasonal > Winter Seasonal > Cold & Flu Sufferers

interests > health > first aid
interests > health > nutrition
interests > health > certifications
purchase intent > health > first aid
interests > health > diagnosis
interests > health > physical therapy
interests > health > special needs
purchase intent > health > childrens health
purchase intent > health > medications/pain reliever
purchase intent > health > nutrition
interests > health > aging health
interests > health > chiropractor
purchase intent > health > cosmetic surgery
purchase intent > health > vitamins & health supplements
interests > health > eye care
interests > health > massage & spa
interests > health > natural remedy
purchase intent > health
interests > health
interests > forums > health
Influencers > Frequent Converters > Health
purchase intent > health > Affinity
purchase intent > health > allergies
purchase intent > health > medications
purchase intent > health > patient care
purchase intent > health > physical therapy
purchase intent > health > first aid
purchase intent > health > childrens health
purchase intent > health > medications/pain reliever
purchase intent > health > nutrition
purchase intent > health > cosmetic surgery
purchase intent > health > vitamins & health supplements
interests > health
interests > health > womens health
interests > health > medications
interests > health > childrens health
interests > health > advice
interests > health > news
interests > health > hearing loss
interests > health > medical
interests > health > patient care
interests > health > mens health
interests > health > dermatology
interests > health > cosmetic surgery
interests > health > orthopedics
interests > health > arthritis
interests > health > pediatrics

interests > health > nursing
interests > health > dental
interests > health > first aid
interests > health > nutrition
interests > health > certifications
interests > health > diagnosis
interests > health > physical therapy
interests > health > special needs
interests > health > aging health
interests > health > chiropractor
interests > health > eye care
interests > health > massage & spa
interests > health > natural remedy
interests > health > womens health
interests > health > medications
interests > health > childrens health
interests > health > advice
interests > health > news
interests > health > hearing loss
interests > health > medical
interests > health > patient care
interests > health > mens health
interests > health > dermatology
interests > health > cosmetic surgery
interests > health > orthopedics
interests > health > arthritis
interests > health > pediatrics
interests > health > nursing
interests > health > dental
purchase intent > health > allergies
purchase intent > health > medications
purchase intent > health > patient care
purchase intent > health > physical therapy
Health, Beauty & Fitness > Health & Wellness > Behave-alikes Tier 1
Health, Beauty & Fitness > Health & Wellness > Behave-alikes Tier 2
Health, Beauty & Fitness > Vitamins & Supplements > Behave-alikes Tier 1
Health, Beauty & Fitness > Vitamins & Supplements > Behave-alikes Tier 2
Sports & Fitness > Healthy Living
Healthy Living > Health & Fitness
Sports & Fitness > Healthy Living
Health & Wellbeing > Health, Wellness & Fitness
Health, Beauty & Fitness > Health & Wellness
Health, Beauty & Fitness > Health & Wellness > Behave-alikes Tier 1
Health, Beauty & Fitness > Health & Wellness > Behave-alikes Tier 2
Health, Beauty & Fitness > Vitamins & Supplements
Lotame > Technology > Android Users > Health & Fitness
Sports & Fitness > Healthy Living

Health, Beauty & Fitness > Health & Wellness > Category Buyers
Health, Beauty & Fitness > Vitamins & Supplements > Category Buyers
interests > health & fitness > walking
interests > health & fitness > yoga
purchase intent > health & fitness > bodybuilding
purchase intent > health & fitness
interests > health & fitness
interests > health and fitness
interests > health & fitness
interests > health & fitness > forums
interests > health & fitness > bodybuilding
interests > health & fitness > news
interests > health & fitness > walking
interests > health & fitness > yoga
interests > health and fitness
Influencers > Frequent Converters > Health & Fitness
Influencers > Frequent Converters > Health & Fitness
purchase intent > health & fitness
purchase intent > health & fitness > bodybuilding
interests > health & fitness > forums
interests > health & fitness > bodybuilding
interests > health & fitness > news

ts & Nutrition

ts & Nutrition > Vitamins

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Cotton

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Accessories

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ar > Eyeglass Frames

ar > Eyeglasses

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L.5

L.75

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2.25

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3.5

xercise

Health & Beauty > Health

Health & Beauty > Health > Acupressure & Acupuncture

Health & Beauty > Health > Dietary Supplements & Nutrition

Health & Beauty > Health > Dietary Supplements & Nutrition > Vitamins