



Standard Health-Related Segments

This document lists the standard health-related segments that Taboola and our data partners make available to Customers who advertise via Taboola's Services. Please see Taboola's Privacy Policy for more information. Taboola does not collect data or create data segments that are based upon what we consider to be sensitive health data.

This document is current as of January 1, 2020.

Common Topics in Segments

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

Full List of Segments

- Active Health Management: Above Average
- Active Health Management: Average
- Active Health Management: Below Average
- Active Health Management: Far Above Average
- Active Health Management: Far Below Average
- Adult Nutrition & Weight Control
- Always Look for Most Advertised Meds Available
- Antiperspirants & Deodorants
- Asia Pacific Fashion & Beauty
- Asia Pacific Health & Fitness
- AU > Household Demand > High Spend / Expenditure on Gym and Health Club Fees
- AU > Household Demand > High Spend / Expenditure on Total Medical Care and Health Expenses
- AU > Household Demand > Medium Level of Spend / Expenditure on Feminine Hygiene Products
- AU > Household Demand > Medium Level of Spend / Expenditure on Gym and Health Club Fees
- AU > Household Demand > Medium Level of Spend / Expenditure on Haircare Products
- AU > Household Demand > Medium Level of Spend / Expenditure on Hairdressing
- AU > Household Demand > Medium Level of Spend / Expenditure on Optical Fees
- AU > Household Demand > Medium Level of Spend / Expenditure on Oral Hygiene Products
- AU > Household Demand > Medium Level of Spend / Expenditure on Shavers, Hairdryers and Related
- AU > Household Demand > Medium Level of Spend / Expenditure on Toiletries and Cosmetics
- AU > Household Demand > Medium Level of Spend / Expenditure on Total Cigarettes and Tobacco
- AU > Household Demand > Medium Level of Spend / Expenditure on Total Health and Beauty
- AU > Household Demand > Medium Level of Spend / Expenditure on Total Medical Care and Health Expenses
- AU > Interest > Went To A Beauty Salon / Spa in Last Three Months
- AU > Medium Range > Attitudes, Interests and Opinions > Drinks: Sports Drinks Are Healthy for You
- AU > Medium Range > Attitudes, Interests and Opinions > Health: I Do Not Think Obesity Is A Major Issue in Australia



- AU > Medium Range > Electrical / White Goods > Digital > Have in Household > A Fitness or Health Monitor (E.G. Watch)
- AU High Range > Attitudes, Interests and Opinions > Health: I Have No Confidence in The Health Care System
- Australia Cosmetics
- Australia Cycling
- Australia Dieting and Weight Loss
- Australia Fashion & Beauty
- Australia Health & Fitness
- Australia Shoppers Cosmetics Luxury
- Bath & Body Moisturizer
- Bath Soap
- Beauty Products > Confidence Level 1
- Beauty Products > Confidence Level 2
- Beauty Products > Confidence Level 3
- Beauty Products > Confidence Level 4
- Buyers > Health and Wellness Products
- Consider My Diet to Be Very Healthy
- Consumer Audiences > Household Occupations > Household Member Occupation > Dentist/Dental Hygienist
- Cosmetics
- Cosmetics
- Cough And Cold
- CPG > Health & Beauty > Beauty > >
- CPG > Health & Beauty > Beauty > Cosmetics >
- CPG > Health & Beauty > Beauty > Fragrances >
- CPG > Health & Beauty > Beauty > Hair Care >
- CPG > Health & Beauty > Beauty > Skin Care >
- CPG > Health & Beauty > Vision > >
- CPG > Health & Beauty > Vision > Contact Lenses >
- CPG > Health & Beauty > Vision > Eye Glasses >
- CPG > Health & Beauty > Vitamins & Supplements > >
- DE > Purchasing Power > Retail > Health and Personal Care > High
- DE > Purchasing Power > Retail > Health and Personal Care > Low
- DE > Purchasing Power > Retail > Health and Personal Care > Medium
- DE > Purchasing Power > Retail > Tobacco Products > High
- DE > Purchasing Power > Retail > Tobacco Products > Low
- DE > Purchasing Power > Retail > Tobacco Products > Medium
- DE > Purchasing Power > Retail > Vision Care and Optics > High
- DE > Purchasing Power > Retail > Vision Care and Optics > Low
- DE > Purchasing Power > Retail > Vision Care and Optics > Medium
- DE > Regional Consumer Styles > Family, Health And Security-Oriented > High
- DE > Sport > Visited Leisure Centres / Gyms and Health Clubs In The Last 12 Months
- Demographic > Employment Industry > Health, Medical and Pharmaceutical
- Demographic > Lifestyle > Expectant Mothers / Pregnancy
- Demographics - Children - Expecting
- Diet & Weight Loss
- Diet & Weight Loss Buyers
- Dieting and Weight Loss
- DK > Purchasing Power > Retail > Health and Personal Care > High
- DK > Purchasing Power > Retail > Health and Personal Care > Medium
- DK > Purchasing Power > Retail > Tobacco Products > High
- DK > Purchasing Power > Retail > Tobacco Products > Low
- DK > Purchasing Power > Retail > Tobacco Products > Medium
- EMEA > Intent > Health and Beauty
- EMEA > Intent > Health and Beauty > Health Care > Fitness and Nutrition
- EMEA > Intent > Health and Beauty > Health Care > Medicine and Drugs
- EMEA > Interest > Beauty
- EMEA > Interest > Family and Parenting > Pregnancy
- EMEA > Interest > Health and Fitness
- EMEA > Interest > Health and Fitness > Dieting and Weight Loss
- EMEA > Interest > Health and Fitness > Women's Health
- ES > Purchasing Power > Retail > Health and Personal Care > High
- ES > Purchasing Power > Retail > Health and Personal Care > Low



- ES > Purchasing Power > Retail > Health and Personal Care > Medium
- ES > Purchasing Power > Retail > Tobacco Products > High
- ES > Purchasing Power > Retail > Tobacco Products > Low
- ES > Purchasing Power > Retail > Tobacco Products > Medium
- Everybuyer > Fashion and Beauty (EN) Moda y belleza (ES) Moda e Beleza (PT)
- Everybuyer > Fashion and Beauty > Exclusives
- Everybuyer > Fashion and Beauty > Retail (EN) Venta al por Menor (ES) Varejo (PT)
- family and parenting > motherhood > artificial insemination
- First Aid & Emergency Supplies
- First Sign of Pain, I Take Medicine
- Fitness
- FR > CPG > Beauty - Heavy perfume-brand user
- FR > CPG > Beauty and Hygiene - High category involvement
- FR > CPG > Beauty: Willing to spend on beauty / health products
- FR > CPG > Strong Interest in Healthy Products
- FR > CPG > Beauty - Heavy facial skincare user
- FR > CPG > Beauty - Beauty Addict
- FR > CPG > Beauty - Buys facial Skincare
- FR > CPG > Beauty - Buys hair color products
- FR > CPG > Beauty - Buys hair color products in hair dresser
- FR > CPG > Beauty - Buys hair color products in hypermarket
- FR > CPG > Beauty - Buys make-up products
- FR > CPG > Beauty - Buys shampoo
- FR > CPG > Beauty - Buys shampoo in a drugstore
- FR > CPG > Beauty - Buys skincare product
- France Cosmetics
- France Dieting and Weight Loss
- France Fashion & Beauty
- Friends Ask My Advice About Health/Nutrition
- Functional Area - Medical - Health
- Germany Dieting and Weight Loss
- Germany Fashion & Beauty
- Global > Interest > Health > Dieting and Weight Loss
- Global > Interest > Health and Medical > Health Conditions > Cholesterol
- Global > Interest > Health and Medical > Health Conditions > Diabetes
- Global > Interest > Healthy Lifestyle
- Global > Intent > Fashion and Beauty
- Global > Interest > Health and Personal Care
- Global > Interest > Health and Personal Care > Women's Health
- Global > US Hispanics > Interest > Healthy Living
- GLOBAL | Interest | Beauty (EN), Belleza (ES), Beleza (PT)
- GLOBAL | Life Style | Beauty Enthusiasts (EN), Amantes de la Belleza (ES), Loucas por Beleza (PT)
- GLOBAL | Microsegment | Blond Hair Care (EN), Pelo Rubio (ES), Cabelos Loiros (PT)
- GLOBAL | Microsegment | Chemically treated hair (EN), Cabellos con producto quimico (ES), Cabelos com quimica (PT)
- GLOBAL | Microsegment | Colored Hair Care (EN), Cabellos con color (ES), Cabelos Coloridos (PT)
- GLOBAL | Microsegment | Curly Hair Care (EN), Cabellos Rizados (ES), Cabelos Cacheados (PT)
- GLOBAL | Microsegment | Hair Care (EN), Cabello (ES), Cabelos (PT)
- GLOBAL | Microsegment | Straight Hair Care (EN), Cabellos Lisos (ES), Cabelos Lisos (PT)
- Hair Care
- Health & Beauty
- Health & Beauty - Cosmetics
- Health & Beauty - Hair Care
- Health & Beauty - Hair Care - Hair Care Appliances
- Health & Beauty - Hair Care - Hair Color
- Health & Beauty - Hair Care - Hair Loss Treatment
- Health & Beauty - Hair Care - Hair Shampoo & Conditioner
- Health & Beauty - Hair Care - Hair Styling Products
- Health & Beauty - Hair Care - Hair Treatment
- Health & Beauty - Perfume & Cologne
- Health & Beauty - Skin Care
- Health & Beauty - Vision Care



- Health & Beauty - Vitamins & Nutrition
- Health & Beauty Products Buyers
- Health & Fitness
- Health & Image Leader: Above Average
- Health & Image Leader: Average
- Health & Image Leader: Below Average
- Health & Image Leader: Far Above Average
- Health & Image Leader: Far Below Average
- Health > Allergies
- Health > Dieting & Weight Loss
- Health > Psoriasis
- Health > TMJ
- Health and Beauty
- Health and Beauty - Adult Incontinence
- Health and Beauty - Allergy Relief
- Health and Beauty - Antiperspirants and Deodorants
- Health and Beauty - Cosmetics
- Health and Beauty - Cough and Cold Relief
- Health and Beauty - Eye Care
- Health and Beauty - Feminine Hygiene
- Health and Beauty - Fragrances
- Health and Beauty - Hair Care
- Health and Beauty - Hair Care - Hair Coloring
- Health and Beauty - Hair Care - Hair Styling
- Health and Beauty - Hair Care - Shampoo and Conditioner
- Health and Beauty - Mouthwash
- Health and Beauty - Oral Care
- Health and Beauty - Pain Relievers
- Health and Beauty - Shaving and Hair Removal
- Health and Beauty - Skin Care
- Health and Beauty - Skin Care - Facial
- Health and Beauty - Skin Care - Facial Tissues
- Health and Beauty - Skin Care - Lotion
- Health and Beauty - Skin Care - Suntan Products
- Health and Beauty - Stomach Care
- Health and Beauty - Toothpaste
- Health and Beauty - Vitamins
- health and fitness > addiction
- health and fitness > disease
- health and fitness > disease > cholesterol
- health and fitness > disease > diabetes
- health and fitness > disease > infertility
- health and fitness > disease > thyroid disease
- health and fitness > disorders
- health and fitness > disorders > a.d.d.
- health and fitness > disorders > panic and anxiety
- health and fitness > disorders > sleep disorders
- health and fitness > drugs
- Health and Fitness > Interest > Dieting / Weight Loss
- Health and Fitness > Interest > Exercise / Health
- Health and Fitness > Interest > Exercise / Health
- 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 - 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 Info by Drug Companies Is Useful



- Health Product Buyers > Confidence Level 2
- Health Product Buyers > Confidence Level 3
- Health Product Buyers > Confidence Level 9
- Health Services
- Health Services
- Healthy Living
- Heavy Beauty Buyers
- Hong Kong Fashion & Beauty
- Hong Kong Health & Fitness
- Household Supplies - Bath Tissue
- I am Comfortable to Register on Health Websites
- I Frequently Take Preventive Medicine
- I Gather Health Info From Newsletters
- I Gather Health Information From Website
- I Often Feel I Over-Eat
- I Only Use Drug Brands Recommended by Doctor
- I Rely on my Doctor to Guide Me on Medical/Health Matters
- I Spend a Lot of Money on Toiletries/Cosmetics
- I Take Non Prescription Meds as Soon as Sick
- I'll Try Any New Diet
- ID > Helix Personas > 200 Metrotechs > 202 Healthy, Wealthy and Wise
- ID > Helix Personas > 200 Metrotechs > 204 Fit and Fab
- Important to Go to Doctor When I'm Ill
- India Fashion & Beauty
- India Health & Fitness
- India Health & Medicine
- Indonesia Fashion & Beauty
- 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 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 > Health Insurance > Likely to Have Dental Insurance
- Insurance > Other Insurance > Likely other Medical Insurance > Disability Insurance Due to Loss of Income Through Medical Causes
- Insurance > Other Insurance > Likely other Medical Insurance > Long Term Care Insurance
- Insurance > Other Insurance > Likely other Medical Insurance > Vision Care Insurance
- Intent - Services - Health Medicine
- Intent - Services - Personal Services and Care - Health Club
- Intent - Services - Personal Services and Care - Spa and Beauty
- Intent - Shopping - Retail - Drug Stores
- Intent > Services > Medicine and Health
- Intent > Shopping > Cosmetics and Perfumes
- Intent > Shopping > Cosmetics and Perfumes > Hair
- Intent > Shopping > Cosmetics and Perfumes > Make Up
- Intent > Shopping > Cosmetics and Perfumes > Skin Care
- Intent > Shopping > CPG / FMCG > Health and Beauty
- Interest - Beauty and Style
- Interest - Beauty and Style - Cosmetics
- Interest - Beauty and Style - Jewelry
- 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 - General Interest - Health
- Interest - General Interest - Smoker
- Interest - Purchase Behaviors - Shopping - Health and Beauty
- Interest - Seasonal - Winter - Cold and Flu
- Interest > AA TTS Fashion and Beauty
- Interest > AA TTS Health and Fitness
- Interest > Beauty and Fashion > Beauty Engagers
- Interest > Beauty and Fashion > Beauty Engagers
- Interest > Beauty and fashion > Discount Beauty Products
- Interest > Beauty and Fashion > Eyeshadow
- Interest > Beauty and Fashion > Lipstick
- Interest > Beauty/Cosmetics
- Interest > Dieting/Weight Loss
- Interest > Exercise/Health
- Interest > Family > Paternity (EN) Paternidad (ES) Paternidade (PT)
- Interest > Family and Parenting >Motherhood > Pregnancy
- Interest > Fashion and Beauty
- Interest > Fashion and Beauty (EN) Moda y belleza (ES) Moda e beleza (PT)
- Interest > Fashion and Beauty > Beauty
- Interest > Fashion and Beauty > Fashion
- Interest > Fashion and Beauty > Womens wear (EN) Moda femenina (ES) Moda feminina (PT)
- Interest > Finance > Health Insurance
- Interest > Health > Exercise > Exercise Videos
- Interest > Health > Health and Fitness Nuts
- Interest > Health > Healthy Lifestyle Engagers
- Interest > Health > Healthy Lifestyle Engagers
- Interest > Health > Natural Products
- Interest > Health > Sleep Improvement
- Interest > Health > Weight Loss
- Interest > Health > Weight Reduction
- Interest > Health > Wellness
- Interest > Health and Fitness
- Interest > Health and Fitness > Diet Products / Weight Loss
- Interest > Health and Fitness > Fitness and Gym
- Interest > Health and Fitness > Medicine
- Interest > Health and Fitness >Aging
- Interest > Health and Fitness >Allergies
- Interest > Health and Fitness >Arthritis
- Interest > Health and Fitness >Asthma
- Interest > Health and Fitness >Cold and Flu
- Interest > Health and Fitness >Dental Care
- Interest > Health and Fitness >Exercise
- Interest > Health and Fitness >GERD and Acid Reflux
- Interest > Health and Fitness >Headaches and Migranes
- Interest > Health and Fitness >Smoking Addiction
- Interest > Health and Fitness >Substance Abuse
- Interest > Health and Fitness >Therapy
- Interest > Health and Fitness >Therapy >Physical Therapy
- Interest > Health and Fitness >Weight Loss
- Interest > Health/Beauty
- Interest > Health/Fitness
- Interest > Health/Medical
- Interest > News > Current Events > Crime News Stories
- Interest > Shopping > Beauty and fashion > Cosmetics



- Interest > Shopping > Beauty and fashion > Cosmetics
- Interest > Shopping > Retail > Beauty Health > Cosmetics
- Interest > Shopping > Retail > Beauty Health > General Beauty Enthusiast
- Interest > Shopping > Retail > Beauty Health > General Beauty Purchaser
- Interest > Shopping > Retail > Medical Health > Dieting and Weight Loss Historic Purchaser
- Interest > Shopping > Retail > Medical Health > Dieting and Weight Loss Purchaser
- Interest > Shopping > Retail > Medical Health > Medical Health Enthusiast
- Interest > Shopping > Retail > Medical Health > Self Improvement
- Interest > Shopping > Retail > Tobacco Enthusiast
- Interest > Fashion and Beauty
- Interest > Fashion and Beauty >Accessories
- Interest > Fashion and Beauty >Beauty
- Interest > Fashion and Beauty >Beauty >Cosmetics
- Interest > Fashion and Beauty >Beauty >Face and Body Care
- Interest > Fashion and Beauty >Beauty >Hair Care
- Israel Fashion & Beauty
- Israel Health & Fitness
- Italy Dieting and Weight Loss
- Italy Fashion & Beauty
- Japan Fashion & Beauty
- Japan Health & Fitness
- Kids Oral Care
- Life Stage - Expecting Baby
- Life Stage > Expecting Baby > > >
- Lifestyle - Beauty Maven
- Lifestyle - Goals - Dieting
- Lifestyle - Goals - Quit Smoking
- Lifestyle - Health & Wellbeing Enthusiast
- Lifestyle - Mobile & App - Goals - Dieting
- Lifestyle - Mobile & App - Goals - Quit Smoking
- Lifestyle - Mobile & App - Health & Wellbeing Enthusiast
- Lifestyle > Fashion & Beauty > Beauty Enthusiast
- Look For Organic/Natural in Health/Beauty Products
- Mail Order Cosmetics Buyer
- Malaysia Fashion & Beauty
- Malaysia Health & Fitness
- Media > Magazines > Likely Type > Health
- Medical/Health
- Men's Antiperspirants & Deodorants
- Men's Hair Care
- Men's Nutrition & Weight Control
- Men's Shaving & Hair Removal
- Men's Skin Care
- Men's Soap
- Mental Health Therapists
- Mobile Location Audiences > Enthusiast > Health and Diet > Men's health
- Mobile Location Audiences > Enthusiast > Health and Diet > Women's health
- Mobile Location Audiences > Enthusiast > Leisure Activities/Hobbies > Gym Goers
- Mobile Location Audiences > Enthusiast > Leisure Activities/Hobbies > Outdoor Activity Enthusiasts
- Mobile Location Audiences > Enthusiast > Leisure Activities/Hobbies > Runners
- Mobile Location Audiences > Enthusiast > Leisure Activities/Hobbies > Water Sports Enthusiasts
- Mobile Location Audiences > Enthusiast > Leisure Activities/Hobbies > Yoga Enthusiasts
- Mobile Location Audiences > Lifestyle > Health and Diet > Beauty Buffs
- Mobile Location Audiences > Lifestyle > Health and Diet > Eye Care Retail Shoppers
- Mobile Location Audiences > Lifestyle > Health and Diet > Health Nut
- Mobile Location Audiences > Lifestyle > Health and Diet > Healthy Eaters
- Mobile Location Audiences > Lifestyle > Health and Diet > New Year's Resolution - Weight Loss Healthy Living
- Nail Polish-Sinful Color
- Natural Health
- New Zealand Fashion & Beauty
- New Zealand Health & Fitness



- NL > Purchasing Power > Retail > Health and Personal Care > High
- NL > Purchasing Power > Retail > Health and Personal Care > Low
- NL > Purchasing Power > Retail > Health and Personal Care > Medium
- NL > Purchasing Power > Retail > Tobacco Products > High
- NL > Purchasing Power > Retail > Tobacco Products > Low
- NL > Purchasing Power > Retail > Tobacco Products > Medium
- NZ > 200 Metrotechs > 202 Healthy, Wealthy and Wise
- Oral Care
- OTC - Brand Pain Relievers
- OTC - Kids Pain Relievers
- OTC - Pain Relievers
- OTC- Generic Pain Relievers
- Other Health Services (Physical Therapists, Dieticians, Opticians)
- Personal or Health Insurance
- Personality - Mobile & App - UK - Dealing with Stress - Emotional
- Personality - Mobile & App - UK - Dealing with Stress - Quick Fix
- Personality - UK - Dealing with Stress - Bottled Up
- Personality - UK - Dealing with Stress - Emotional
- Personality - UK - Dealing with Stress - Quick Fix
- Philippines Fashion & Beauty
- Philippines Health & Fitness
- Premium Skin Care
- Product > Beauty (EN) Belleza (ES) Beleza (PT)
- Product > Beauty > Cosmetics (EN) Cosméticos (ES) Cosméticos (PT)
- Product > Beauty > Cosmetics > Dermocosmetics (EN) Dermocosméticos (ES) Dermocosméticos (PT)
- Product > Beauty > Cosmetics > Face and Body Cosmetics (EN) Cosméticos para el cuerpo y el rostro (ES) Cosméticos para Corpo e Rosto (PT)
- Product > Beauty > Cosmetics > Face and Body Cosmetics > Sun Block (EN) Protector solar (ES) Protetor solar (PT)
- Product > Beauty > Cosmetics > Makeup > Lipstick (EN) Lapiz labial (ES) Batom (PT)
- Product > Beauty > Cosmetics > Makeup > Makeup accessories (EN) Accesorios de maquillaje (ES) Accesorios de maquiagem (PT)
- Product > Beauty > Cosmetics > Products for nails (EN) Productos para las unhas (ES) Produtos para unhas (PT)
- Product > Beauty > Esthetic and Beauty Services (EN) Servicios de estética y belleza (ES) Servicios de estética e beleza (PT)
- Product > Beauty > Esthetic Items (EN) Productos de estética (ES) Artigos de Estética (PT)
- Product > Health > Dental Services (EN) Servicios Dentales (ES) Servicios Odontológicos (PT)
- Product > Health > Drugstore > Medicine Cabinet (EN) Medicamentos (ES) Medicamentos (PT)
- Product > Health > Fitness (EN) Artículos fitness (ES) Artigos fitness (PT)
- Product > Health > Health Insurance (EN) Plan de Salud (ES) Plano de Saúde (PT)
- Product > Health > Medical Services (EN) Servicios Médicos (ES) Servicios Médicos (PT)
- Product > Health > Personal Hygiene (EN) Higiene personal (ES) Higiene pessoal (PT)
- Retail > Beauty > Beauty and Cosmetics
- Retail and Consumer Goods - Cosmetics - Hair Products
- Retail and Consumer Goods - Cosmetics - Online Cosmetics
- Retail and Consumer Goods - Cosmetics - Perfume/Cologne
- Retail and Consumer Goods - Interest - Cosmetics
- Retail and Consumer Goods - Mobile & App - Cosmetics - Hair Products
- Retail and Consumer Goods - Mobile & App - Cosmetics - Online Cosmetics
- Retail and Consumer Goods - Mobile & App - Interest - Cosmetics
- RU > Health > Diets, Nutrition
- RU > Health > Diets, Nutrition
- RU > Health > Health
- RU > Health > Health
- RU > Health > Health Topics
- RU > Health > Medical Treatment
- RU > Health > Medical Treatment
- RU > Health > Pharmacy
- RU > Health > Pharmacy
- RU > Health > Sports and Fitness and Yoga
- RU > Health > Sports and Fitness and Yoga
- RU > Health > Weight Loss



- RU > Health > Weight Loss
- RU > Online Store Users > Cosmetics, Make-Up
- RU > Online Store Users > Cosmetics, Make-Up
- RU > Online Store Users > Hair Care
- RU > Online Store Users > Hair Care
- RU > Online Store Users > Health and Beauty
- RU > Online Store Users > Health and Beauty
- RU > Sports and Recreation > Diet and Fitness > Weight Management
- Senior Oral Care
- Shaving Care & Hair Removal
- Shopper Type > Drug Store Shoppers > >
- Shoppers Cosmetics Luxury
- Singapore Cosmetics
- Singapore Dieting and Weight Loss
- Singapore Fashion & Beauty
- Singapore Health & Fitness
- Singapore Personal or Health Insurance
- Singapore Shoppers Cosmetics Luxury
- Skin Care
- Skin Care (Economical Purchasers)
- Smoker > Confidence Level 1
- Smoker > Confidence Level 2
- Smoker > Confidence Level 3
- South Korea Fashion & Beauty
- South Korea Health & Fitness
- Spain Dieting and Weight Loss
- Spain Fashion & Beauty
- style and fashion > beauty > face and body care > hygiene and toiletries
- Taiwan Fashion & Beauty
- Taiwan Health & Fitness
- TH > Interest > AAA TTS Health and Fitness
- Thailand Fashion & Beauty
- Thailand Health & Fitness
- TR > Interest > Beauty and Personal Care > Men
- TR > Interest > Family > Healthy Living
- TR > Interest > Women's Interests > Beauty
- TR > Interest > Women's Interests > Cosmetics
- TR > Interest > Women's Interests > Diet and Fitness
- TR > Interest > Women's Interests > Health
- UK > Beauty > Heavy Cosmetics / Make-Up Spenders
- UK > Beauty > Heavy Skincare Spenders
- UK > Beauty > Male Groomers
- UK > Interests > General > Beauty And Grooming
- UK > Interests > General > Fashion Design And Cosmetics
- UK > Lifestyle > E-Cigarette users
- UK > Lifestyle and Attitude > I always think of the calories in what I eat
- UK > Lifestyle and Attitude > I like innovative cars
- UK > Lifestyle and Attitude > I look for profitable ways to invest my money
- UK > Lifestyle and Attitude > I love to buy new gadgets and appliances
- UK > Lifestyle and Attitude > Wearing make-up makes me more self-confident
- UK > Media > Magazine Types Read > Beauty
- UK > Purchase Category > Reach > Beauty Products
- UK > Purchase Category > Reach > Summer Shoppers > Healthy Life
- UK > Purchase Category > Reach > Winter Shoppers > Healthy Life
- UK > Retail > Personal Goods > High Spenders on Hair and Beauty
- UK > Retail > Personal Goods > High Spenders on Personal Goods/Toiletries
- UK > Shopping > Superdrug Shoppers
- UK Data Locator > Lifestyle > Healthy Living
- United Kingdom Cosmetics
- United Kingdom Dieting and Weight Loss
- United Kingdom Fashion & Beauty



- United Kingdom Shoppers Cosmetics Luxury
- US > B2B > Demographic > Employment Industry > Manufacturing > Tobacco Products
- US > B2B > Title Function > Medical and Health
- US > B2C > Social > Pregnancy
- US > Exercise and Nutrition > Diet to Control Blood Pressure
- US > Exercise and Nutrition > Diet to Lose Weight
- US > Exercise and Nutrition > Diet to Maintain Blood Glucose / Cholesterol
- US > Exercise and Nutrition > Fitness Fanatics
- US > Exercise and Nutrition > Healthy Eating Habits
- US > Exercise and Nutrition > Motivated to Improve Physical Appearance
- US > Exercise and Nutrition > Occasional Fitness Activity
- US > Exercise and Nutrition > Probiotics Users
- US > Exercise and Nutrition > Vitamin and Supplement Supporters
- US > General Interest > Beauty Care
- US > General Interest > Health And Fitness
- US > Health Attitudes and Behaviors > Ailing But Willing to listen to Advice
- US > Health Attitudes and Behaviors > Cosmetic Surgery Inclined
- US > Health Attitudes and Behaviors > Doctor Led, Value Doctors' Opinions
- US > Health Attitudes and Behaviors > Elite Receptives, Open to Most Healthcare Messaging
- US > Health Attitudes and Behaviors > Engage Doctor after Seeing Healthcare Ads
- US > Health Attitudes and Behaviors > Engaged Yet Neutral on Healthcare Ads
- US > Health Attitudes and Behaviors > Frequent Doctor Visitor
- US > Health Attitudes and Behaviors > Future Prospects to Experience Poor Health
- US > Health Attitudes and Behaviors > Go Online after Seeing Healthcare Ads
- US > Health Attitudes and Behaviors > Health Influencer, Informed and Trusted by Friends
- US > Health Attitudes and Behaviors > Hospital or Emergency Room (ER) Users
- US > Health Attitudes and Behaviors > Pessimistic Health Outlook
- US > Health Attitudes and Behaviors > Prefer OTC over Seeing Doctor
- US > Health Attitudes and Behaviors > Proactive Patients
- US > Health Attitudes and Behaviors > Relevant Right Now, Value Relevant Healthcare Information
- US > Health Attitudes and Behaviors > Take or Refill Rx after Seeing Healthcare Ads
- US > Health Attitudes and Behaviors > Urgent Care or Retail Health Users
- US > Health Attitudes and Behaviors > Use Internet to Research Condition / Treatment Related Content
- US > Health Attitudes and Behaviors > Use Internet to Research Health Services
- US > Health Attitudes and Behaviors > Use Smartphone for Health Related Activities
- US > Health Attitudes and Behaviors > Value Health > Related Websites for Information
- US > Health Attitudes and Behaviors > Value Online Video for health information > Online Video
- US > Health Attitudes and Behaviors > Value Pharmacists for Information
- US > Health Attitudes and Behaviors > Value Prescription Medications
- US > Health Attitudes and Behaviors > Value Regular Medical Check-Ups
- US > Health Attitudes and Behaviors > Valued TV for Health Information
- US > Health Attitudes and Behaviors > Weight Loss Surgery Inclined
- US > Health Conditions and Treatments > Acid Reflux / GERD with OTC treatment
- US > Health Conditions and Treatments > Adult Acne with OTC treatment
- US > Health Conditions and Treatments > Allergy with OTC treatment
- US > Health Conditions and Treatments > Allergy: Children's with OTC treatment
- US > Health Conditions and Treatments > Allergy: Food
- US > Health Conditions and Treatments > Allergy: Grass
- US > Health Conditions and Treatments > Allergy: Pet
- US > Health Conditions and Treatments > Allergy: Ragweed
- US > Health Conditions and Treatments > Allergy: Tree Pollen
- US > Health Conditions and Treatments > Cold / Cough / Flu with OTC treatment
- US > Health Conditions and Treatments > Congestion / Sinus Headache with OTC treatment
- US > Health Conditions and Treatments > Constipation / Irregularity with OTC treatment
- US > Health Conditions and Treatments > Gas with OTC treatment
- US > Health Conditions and Treatments > Menstrual Cramps / PMS with OTC treatment
- US > Health Conditions and Treatments > Migraine Headache with OTC treatment
- US > Health Conditions and Treatments > Pain with OTC treatment
- US > Health Conditions and Treatments > Sleeping Difficulty / Insomnia with OTC treatment
- US > Health Insurance > Health Insurance Drug Plan
- US > Health Insurance > No Health Insurance



- US > Health Insurance > Prescription Savings Plan
- US > Health Shopping Behavior > Beauty Product Big Spenders
- US > Health Shopping Behavior > Multiple Rx Purchasers
- US > Health Shopping Behavior > Purchase Medication Online
- US > Health Shopping Behavior > Receptive to Rx Coupons
- US > Health Shopping Behavior > Use Both Rx and OTC
- US > Interest > Health, Beauty and Personal Care
- US > Interest > Health, Beauty and Personal Care > Nutrition
- US > Interest > Lifestyle and Other Interests > Dieting and Weight loss
- US > Interest > Lifestyle and Other Interests > Health and Medical
- US > Interest > Purchase Categories > Cosmetics
- US > Interest > Purchase Categories > Health and Beauty Products
- US > Interest > Treatment > Acne
- US > Interest > Treatment > Allergies
- US > Interest > Treatment > Anxiety
- US > Interest > Treatment > Arthritis
- US > Interest > Treatment > Bladder
- US > Interest > Treatment > Cholesterol
- US > Interest > Treatment > Copd
- US > Interest > Treatment > Diabetes Type1
- US > Interest > Treatment > Diabetes Type2
- US > Interest > Treatment > Diabetics
- US > Interest > Treatment > Diet
- US > Interest > Treatment > Erectile Dysfunction
- US > Interest > Treatment > Gerd Acid Reflux
- US > Interest > Treatment > Hair Loss
- US > Interest > Treatment > Heartburn
- US > Interest > Treatment > High Blood Pressure
- US > Interest > Treatment > Insomnia
- US > Interest > Treatment > Nasal Congestion
- US > Interest > Treatment > Obesity
- US > Interest > Treatment > Osteoarthritis
- US > Interest > Treatment > Osteoporosis
- US > Interest > Treatment > Psoriasis
- US > Interest > Treatment > Restless Legs Syndrome
- US > Interest > Treatment > Rheumatism
- US > Interest > Treatment > Snoring
- US > Life Stage / Event > Expecting Parents > Due Next 3 Months
- US > Life Stage / Event > Expecting Parents > Due Next 4-6 Months
- US > Life Stage / Event > Expecting Parents > Due Next 7+ Months
- US > Life Stage / Event > Expecting Parents > Fathers
- US > Life Stage / Event > Expecting Parents > Mothers
- US > Life Stage / Event > Expecting Parents > Yes
- US > Media > Magazines > Magazines > Genres Read > Beauty
- US > Media > Magazines > Magazines > Genres Read > Health / Fitness
- US > Mobile Health App Use > Use Health Apps
- US > Past Purchases > Health and Beauty
- US > Past Purchases > Magazines > Health
- US > Remedy Supporters > Over the Counter Cohorts
- US > Tobacco Smokers
- US AudienceID > Health
- US AudienceID > Health > Aging
- US AudienceID > Health > Alternative Medicine
- US AudienceID > Health > Beauty
- US AudienceID > Health > Child Health
- US AudienceID > Health > Education
- US AudienceID > Health > Fitness
- US AudienceID > Health > Fitness > Advice and Guides
- US AudienceID > Health > Healthcare Industry
- US AudienceID > Health > Insurance
- US AudienceID > Health > Men's Health



- US AudienceID > Health > Men's Health > Nutrition
- US AudienceID > Health > Men's Health > Products
- US AudienceID > Health > News and Media
- US AudienceID > Health > Nutrition
- US AudienceID > Health > Nutrition > Dietitians and Nutritionists
- US AudienceID > Health > Nutrition > Infant and Toddlers
- US AudienceID > Health > Nutrition > News and Media
- US AudienceID > Health > Nutrition > Organic Food
- US AudienceID > Health > Nutrition > Senior
- US AudienceID > Health > Nutrition > Special Diets
- US AudienceID > Health > Senior Health
- US AudienceID > Health > Weight Loss
- US AudienceID > Health > Women's Health
- US AudienceID > Health > Women's Health > Nutrition
- US AudienceID > Health > Women's Health > Products
- US AudienceID > Life Events > Expecting Parents
- US AudienceID > Personal Care
- US AudienceID > Personal Care > Beauty Mavens
- US AudienceID > Personal Care > Fitness
- US AudienceID > Personal Care > Green Living
- US AudienceID > Personal Care > Health and Wellness
- US AudienceID > Personal Care > Healthcare
- US AudienceID > Personal Care > Healthy Living
- US AudienceID > Personal Care > Men's Health and Fitness
- US AudienceID > Personal Care > Women's Health and Fitness
- US AudienceID > Small Business > Consumer Goods and Services > Beauty
- Use Hair Coloring Prods
- Use Hair Removal (Bleach,Depilatories,Waxing)
- Vegetables
- Vietnam Fashion & Beauty
- Vietnam Health & Fitness
- Wax Hair Removal
- Women's Antiperspirants & Deodorants
- Women's Cosmetics
- Women's Hair Care
- Women's Nutrition & Weight Control
- Women's Shaving & Hair Removal
- Women's Skin Care
- Women's Soap