

Health and Wellness Preference Data Segments

Arts & Entertainment > Reading > Health

Baby Health & Safety

Beauty, Health & Fitness > Cosmetics & Beauty Products

Beauty, Health & Fitness > Fitness & Exercise

Beauty, Health & Fitness > Health, Diets & Nutrition

Business > Health

Buyers > Health & Beauty Products

Buyers > Health Products

By Brand: Bayer, Lactaid, Nature's Bounty, Neti Pot, Theraflu, Triaminic, Tylenol, Violight, Zyrtec

Demographics > Hobbies/Interests > Healthy Eating

Enthusiasts > Health & Natural Foods

First Aid

Food & Drink > Health Food

Food/Drug > Cough Remedies

Food/Drug > Over the Counter Medications - Cold/Allergy/Sinus

Food/Drug > Pain Relievers

Food/Drug > Sore Throat

Health / Beauty > Dental

Health / Beauty > Eye Care

Health / Beauty > Foot Care

Health / Beauty > Hair Care

Health / Beauty > Health > Cough & Cold Remedies

Health / Beauty > Health > First Aid

Health / Beauty > Health > Vitamins

Health / Beauty > Sanitary Protection

Health / Beauty > Skin Care Preparations

Health & Beauty > Beauty > Skin Care > Acne Treatments

Health & Beauty > Beauty > Skin Care > Eye Cream

Health & Beauty > Beauty > Skin Care > Sun Care

Health & Beauty > Beauty Products

Health & Beauty > Fitness > Aerobics

Health & Beauty > Fitness > Running

Health & Beauty > Fitness > Walking

Health & Beauty > Health > Acupressure & Acupuncture

Health & Beauty > Health > Dietary Supplements & Nutrition

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

Health & Beauty > Health > First Aid > Antiseptics

Health & Beauty > Health > First Aid > Bandages

Health & Beauty > Health > First Aid > Epsom Salt

Health & Beauty > Health > First Aid > Gauze & Cotton

Health & Beauty > Health > First Aid > Heat & Ice Packs

Health & Beauty > Health > First Aid > Thermometers

Health & Beauty > Health > Health Electronics

Health & Beauty > Health > Weight Management > Bathroom Scales

Health & Beauty > Health > Weight Management > Exercise & Fitness Programs

Health & Beauty > Health > Weight Management > Pills, Tablets & Capsules
Health & Beauty > Health > Weight Management > Weight Loss Programs
Health & Beauty > Optical > Contacts > Contact Accessories
Health & Beauty > Optical > Prescription Eyewear > Eyeglass Frames
Health & Beauty > Optical > Prescription Eyewear > Eyeglasses
Health & Beauty > Optical > Reading Glasses
Health & Beauty > Personal Care > Dental > Denture Products
Health & Beauty > Personal Care > Deodorants
Health & Beauty > Personal Care > Diapering > Diapers
Health & Beauty > Personal Care > Diapering > Wipes & Creams
Health & Beauty > Personal Care > Ear Care
Health & Beauty > Personal Care > Eye Care
Health & Beauty > Personal Care > Feminine Products
Health & Beauty > Personal Care > Foot Care
Health & Beauty > Personal Care > Hair Removal
Health & Beauty > Personal Care > Orthopedic Supplies
Health & Beauty > Premium Health & Beauty
Health & Beauty > Weight Loss
Health & Beauty Buyers > Allergy Relief
Health & Beauty Buyers > Cough & Cold Relief
Health & Beauty Buyers > Pain Relief
Health & Beauty Buyers > Vitamins
Health & Wellbeing > Fitness & Exercise
Health & Wellbeing > Health, Wellness & Fitness
Health & Wellbeing > Self-Improvement
Health & Wellbeing > Weight Loss
Health & Wellness Buyers > Natural Wellness
Health & Wellness Buyers > Weight Loss & Supplements
Health > Health & Beauty > Fitness
Health > Health & Beauty > Yoga
Health > Health & Medical > Health Conditions
Health > Health & Medical > Healthcare
Health > Health & Medical > Medical Terms
Health > Health & Medical > Medicine
Health > Health & Medical > Medicine > Cold & Flu
Health > Health & Medical > Medicine > Vision
Health > Health & Wellness > First Aid
Health > Health & Wellness > Homeopathy
Health > Health & Wellness > Massage & Spa
Health > Health & Wellness > Nutrition
Health > Health & Wellness > Vitamins & Minerals
Health > Health & Wellness > Weight Loss
Health > Social > Health Influencers
Health > Social > Health Shoppers
Health > Social > Health Video Engagers
Health And Diet > Health And Image Leader

Health and Fitness > Dieting / Weight Loss
Health and Fitness > Exercise / Health
Health and Fitness > Interest
Health Attitudes > Generic Medication Believers
Health Attitudes > Prefers Name-Brand Medications
Health Attitudes > Vitamin Believers
Health Food Buyers > Diet Foods
Health Food Buyers > Fresh Produce
Health Food Buyers > Low-Fat Foods
Health Food Buyers > Natural & Organics
Health, Beauty & Personal Care > Body Art
Health, Beauty & Personal Care > Face & Body Care
Health, Beauty & Personal Care > Face & Body Care > Makeup & Skincare
Health, Beauty & Personal Care > Fitness
Health, Beauty & Personal Care > Fitness > Dieting & Weight Loss
Health, Beauty & Personal Care > Fitness > Strength Training
Health, Beauty & Personal Care > Hair Care
Health, Beauty & Personal Care > Hair Care > Hairstyles
Health, Beauty & Personal Care > Health
Health, Beauty & Personal Care > Health > Allergies
Health, Beauty & Personal Care > Health > Food Allergies
Health, Beauty & Personal Care > Health > Massage Therapy
Health, Beauty & Personal Care > Health > Natural Medicine
Health, Beauty & Personal Care > Health > Nutrition
Health, Beauty & Personal Care > Nutrition
Healthy Living > Dieting & Weight Loss
Healthy Living > Health & Fitness
Historical Buyer Of > Health & Beauty Products
Household Consumer Expenditures > PersonalHealth
Lifestyle > Health
Lifestyle > Health Living
Lifestyles > Contributors > Health
Lifestyles > Healthy Living
Lifestyles > Read Natural Health
Living Well > I Need A Plan
Living Well > In It For Fun
Living Well > Leading The Way
Living Well > Not Right Now
Living Well > Value Independence
Magazine Readers > Medical/Health
Magazine Subscribers > Adult Health Magazines
Magazine Subscribers > Children's Health Magazines
Magazine Subscribers > Health & Fitness Magazines
Media > Magazines > Likely Type > Health
Nonprofit Donations > Health
Nutrition/WeightLoss > Adult Nutrition & Weight Control

Nutrition/WeightLoss > Diet & Weight Loss
Nutrition/WeightLoss > Men's Nutrition & Weight Control
Nutrition/WeightLoss > Women's Nutrition & Weight Control
Occupation > Medical & Health Services > Dental
Occupation > Medical & Health Services > Health Professional
Occupation > Medical & Health Services > Nurse
Occupation > Medical & Health Services > Pharmacists
Occupation > Medical & Health Services > Physicians
Online > Personal Health
OTC Medicine/Cough & Cold > Brand Cough & Cold
OTC Medicine/Cough & Cold > Cough And Cold
OTC Medicine/Cough & Cold > First Aid & Emergency Supplies
OTC Medicine/Cough & Cold > Generic Cough & Cold
OTC Medicine/Cough & Cold > Kids Cough & Cold
OTC Medicine/Cough & Cold > OTC - Brand Pain Relievers
OTC Medicine/Cough & Cold > OTC - Kids Pain Relievers
OTC Medicine/Cough & Cold > OTC - Pain Relievers
OTC Medicine/Cough & Cold > OTC- Generic Pain Relievers
Personal Health > Health and Diet Conscious
Product Affinity - 2 Year > Health Product Buyer
Product Affinity Multibuyers > Health Products Total
Propensity > Healthy Living Code
Propensity Models > Health & Fitness
Publishing > Health
Retail > Health
Retail > Personal Health
Seasonal > Winter Holiday Shopping > Winter Holiday Shopper - Interest: Healthy Living
Seasonal > Winter Holiday Shopping > Winter Holiday Shopper - Online - Personal Health
Seasonal > Winter Holiday Shopping > Winter Holiday Shopper - Personal Health
Services > Health > Dental
Services > Health > Medical
Services > Health > Medical > Medical Centers
Services > Health > Medical > Nurses
Services > Health > Medical > Rehabilitation
Services > Health > Pharmacies
Services > Health & Fitness
Services > Health & Fitness > Diet Programs
Services > Health & Fitness > Fitness Clubs
Shoppers In-Market > By Interest Vertical > Health
Skin Care > Acne Treatments
Sleeping Aids
Smoking Cessation
Social > Social Influencers > Health
Social > Video > Video Engagers > Health
Sports & Fitness > Healthy Living
Spring Seasonal > Allergy Sufferers

Technology > Android Users > Health & Fitness

Vitamins & Supplements

Vitamins/Health Products Dollar > 0001-0030

Vitamins/Health Products Dollar > 0031-0218

Vitamins/Health Products Dollar > 0219-9999

Vitamins/Health Products Freq > 005-999

Vitamins/Health Products Score

Vitamins/Health Products Score > 000-079

Weight Loss

Winter Seasonal > Cold & Flu Sufferers

Winter Seasonal > New Year's Resolutions: Weight Loss