

Oracle Data Cloud Health and Wellness segments (US only)

Last updated 10/14/2020

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| 24 Hour Fitness | Allergy Relief | Aurora Health Care |
| 24 Hour Fitness - Recent | Allergy Sufferers | Avid Exerciser |
| 30 Day Fitness Challenge | Allied Health Practitioners | Avid Exercisers |
| 68 - Staying Healthy | Allied Health Professors | Baby & Kids Medicine |
| 80 Health Services | Alternate Health Products | Baby Boomer Weight Loss Intent |
| 83 = Natural Americana | Alternate Health Purchasing Interest | Baby Boomers Fitness Enthusiasts |
| Accident & Health | Alternative & Natural Medicine | Baby Health Care |
| Accident and Health | Alternative Health | Baby Skin Care |
| Active and Healthy Living | Alternative Health and Healing | Banner Health |
| Active in Fitness (Power Reach) | Alternative Health and Wellness | Bath & Skin Care |
| Active in Fitness (Super Target) | Alternative Healthcare (Power Reach) | Bean Stalk Snow Healthy |
| Active in Gymnastics (Power Reach) | Alternative Healthcare (Super Target) | Beauty & Fitness |
| Active in Gymnastics (Super Target) | Alternative Medicine | Beauty & Health |
| Active in Running (Power Reach) | Amazon Beauty & Health Shoppers | Beauty & Health - Precise |
| Active in Running (Super Target) | Ambulatory Health Care Services | Beauty and Grooming Kits |
| Acupuncture & Chinese Medicine | AmeriLINK Health | Beauty and Health Products |
| ACXM Health and Fitness | Anti-Aging Creams | Beauty and Health Products Coupons |
| Adolescent Medicine | Anti-Aging Products | Benadryl Allergy & Sinus |
| Adult Health Magazines | Anytime Fitness | Bikram Yoga |
| Adult Nutrition & Weight Control | Anytime Fitness - Modeled | Blink Fitness |
| Advocate Health Care | Anytime Fitness - Precise | Bodybuilding and Weightlifting |
| Aerobic | Anytime Fitness - Recent | Bodybuilding/Fitness |
| Aerobic Exercise | Anytime Fitness Visitors | Boutique Fitness Class Lovers: Frequent Spenders |
| Aerobics | Aromatherapy | Buy Sports or Fitness Equipment |
| Aerospace Medicine | Ascension Health | Buys Natural for Environment |
| Aging | At Home Aerobics | Buys Natural for Health |
| Aging & Geriatrics | At Home Gym | C25K - 5K Running Trainer |
| Alarm Clock Xtreme + Free Sleep Tracker and Timer | At Home Yoga Studio | Calorie Counter - MyFitnessPal |
| All Graduates Major in Health Science | Athletic Gear, Game Tables & Exercise Equipment | Cardinal Health |
| Allergy & Immunology | Athletic Healthy Eaters | Carolinas Healthcare System |
| Allergy and Sinus | Atkins Diet | Casual Running |
| Allergy Medications | Aura: Mindfulness & Meditation | Child Health |

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| Children's Health Magazines | Cough and Cold Relief | Diet Product Buyer |
| Children's Healthcare | Cough and Expectorant Medicines | Diet Products |
| Chiropractic | Cross Country Running | Diet Purchasing Interest |
| Chiropractor | Crunch Fitness | Diet Soft Drinks |
| Chiropractor Offices | Cupping | Diet Tips (Power Reach) |
| Chiropractors | Curly Hair Care | Diet Tips (Super Target) |
| Cigna Health Group | CVS Health | Diet Trends |
| Circuit Training | Daiichi Sankyo Healthcare Clean Dental | Dieters |
| Climbing Gyms | Daiichi Sankyo Healthcare Loco Base | Dieters Attitude |
| Cold & Flu | Daiichi Sankyo Healthcare Loxonin S | Dietician |
| Cold & Flu Remedies | Daiichi Sankyo Healthcare Lulu | Dieticians |
| Cold and Flu Medicine | Daiichi Sankyo Healthcare Minon | Dieting |
| Cold and Flu Sufferers | Davita Healthcare Partners | Dieting & Weight Loss |
| Cold Medicines | Dental Health | Dieting / Weight Loss |
| Cold, Cough and Flu Relief | Dental Health Caregiver | Dieting and Weight Loss |
| Cold/Allergy/Sinus | Dentist and Oral Care Visitors | Dieting/Weight Loss |
| Cold/Allergy/Sinus Relief | Dentistry & Oral Care | Dietitian |
| Colored Hair Care | DHC 20 Days DHC Health Food | Dietitians |
| Commercial Health Insurance | DHC 60 Days DHC Health Food | Dietitians and Nutritionists |
| Commercial, Medicare Supplements & Other Health Insurance | Diet | Disposable Contact Lenses |
| Community Health | Diet & Nutrition | Doctor of Chiropractic Medicine |
| Community Health Systems | Diet & Weight Loss | Doctor of Dental Medicine |
| Consumer Services - Weight Health Management | Diet & Weight Loss Products | Doctor of Medicine |
| Contact Lens Products (Quasi-drug) | Diet and Weight Loss | Doctor of Veterinary Medicine |
| Contact Lenses | Diet Behaviors | Dr. Brandt Skincare |
| Contact Lenses and Lens Care Products | Diet Carbonated | Dry Skin |
| Content with Weight | Diet Carbonated Drinks | Ear and Nasal and Eye Care |
| Contributes to Health | Diet Coca-Cola | Eating Healthy |
| Core Power Yoga - Recent | Diet Coke | Eats Diet Foods (Power Reach) |
| Cough & Cold Remedies | Diet Foods | Eats Diet Foods (Super Target) |
| Cough and Cold | Diet Intenders | Eco-Friendly, Clean and Natural Buyers |
| | Diet Magazines | Emergency Medicine |
| | Diet Pepsi | Emory Healthcare |

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| Employer Health Insurance | Eye Care Retail Shoppers | Fitness First Visitors |
| Employer Provided Health Insurance | Eye/Contact Lens Care Product | Fitness Instruction & Personal Training |
| Employer Sponsored Health Insurance | Eyeglasses & Contact Lenses | Fitness Junkies in Need of Gym Alternatives |
| Employer Sponsored Health Insurance Likely | Fernwood Fitness Visitors | Fitness Lovers |
| Encompass Health Corporation | Fever and Pain Relief Medications | Fitness Magazines |
| Equinox Fitness | Fine Hair Care | Fitness Mothers |
| Exercise | Fitness | Fitness Oriented Men |
| Exercise & Fitness | Fitness - India | Fitness Oriented Women |
| Exercise & Stay Fit | Fitness & Exercise | Fitness Products |
| Exercise (Power Reach) | Fitness & Nutrition | Fitness Resolution |
| Exercise (Super Target) | Fitness & Recreational Sports Centers | Fitness Sensor Wearers |
| Exercise / Health | Fitness & Weight Management | Fitness Services |
| Exercise and Fitness | Fitness 19 - Recent | Fitness Spenders |
| Exercise and Workout | Fitness Accessories | Fitness Subscriptions |
| Exercise Biking | Fitness and Exercise | Fitness Technology |
| Exercise Electronics | Fitness and Recreational Sports Centers | Fitness Together |
| Exercise Enthusiast Travel Intenders | Fitness and Wellness | Fitness trackers |
| Exercise Equipment | Fitness and Wellness Buffs | Fitness Walking |
| Exercise Intent | Fitness at Home Apps | Fitness Warriors |
| Exercise Of Running / Jogging | Fitness Bands | Fitness Wear |
| Exercise Of Walking | Fitness Buffs | Follows Skincare Routine |
| Exercise Pilates & Barre | Fitness Buffs - Precise | Free Weights |
| Exercise Products or Services | Fitness Buyers | Frequent Gym Goers |
| Exercise Regularly | Fitness Centers | Fresh and Healthy |
| Exercise, Running/Jogging | Fitness Classes | Garnier Skin Care |
| Exercise, Walking | Fitness Devices | Gen Z Healthy Eaters |
| Exercise/Health Products or Services | Fitness Enthusiast | General Preventative Medicine |
| Exercises Often | Fitness Enthusiast - Expanded | Genesis Healthcare |
| Extreme Exerciser | Fitness Enthusiast - Precision | Genesis Healthcare |
| Extreme Exercisers | Fitness Enthusiasts | Geriatric Medicine |
| Extremely Health Conscious | Fitness Equipment | Gluten Free Diet |
| Eye Care | Fitness Equipment & Accessories | GNC (General Nutrition Centers) |
| Eye Care Caregiver | Fitness Fashionistas | Gold's Gym |

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| Gold's Gym - Modeled | Gyms Proximity (Locations) | Health & Fitness Magazines |
| Gold's Gym - Precise | Gyms, Exercise & Fitness Clubs: High Spenders | Health & Fitness Products |
| Good Sleep Quality | Gyms, Fitness & Exercise Clubs | Health & Fitness Publications |
| Google Fit - Fitness Tracking | Gynecology & Women's Health | Health & Fitness Technology |
| Green / Natural | Hair Care | Health & Healthcare (Power Reach) |
| Green/Natural | Hair Care and Hairstyles | Health & Healthcare (Super Target) |
| Grocery Stores (Organic / Natural Health) | Hair Care Appliances | Health & Lifestyle |
| Grooming | Hair Care Products | Health & Medical |
| Grooming Aids | Hair Care Shoppers - Precise | Health & Medicine |
| Grooming Important | Hair Care, Styling & Beauty Salons | Health & Natural Foods |
| Group 80: Health Services | Hair Removal | Health & Personal Care |
| Group Health Cooperative | Hair Removal Products | Health & Safety |
| Gym | Has HMO Health Insurance (Scarborough) | Health & Sports |
| Gym & Fitness Lifestyle | Has Pos Health Insurance (Scarborough) | Health & Vegan |
| Gym / Crossfit | Has Ppo Health Insurance (Scarborough) | Health & Well Being |
| Gym And Fitness Centers | Has Wearable Fitness Device or Smartwatch | Health & Wellbeing |
| Gym and Fitness Centre Visitors | HBF Health Insurance Visitors | Health & Well-Being |
| Gym and Health Club Attendees | HCA Healthcare | Health & Wellness |
| Gym Fanatics and Heavy Eaters | Headspace: Guided Meditation & Mindfulness | Health & Wellness - India |
| Gym Goers | Healing & Stress-free | Health & Wellness Buffs |
| Gym member - Modeled | Health | Health & Wellness Equipment |
| Gym member - Precise | Health & Beauty | Health & Wellness Products |
| Gym Membership | Health & Beauty Products | Health & Wellness Shopping |
| Gym Memberships | Health & Beauty Products - India | Health / Beauty |
| Gym Racks | Health & Beauty Shoppers | Health / Beauty & Cosmetics |
| Gymnastics | Health & Beauty Shoppers - Precise | Health Aids |
| Gymnastics Equipment | Health & Diet | Health and Beauty |
| Gymnastics Fans | Health & Diet Food | Health and Beauty - High Activity |
| Gymnastics Venue Visitors | Health & Fitness | Health and Beauty - Low Activity |
| Gyms | Health & Fitness (FLA / Fair Lending Friendly) | Health and Beauty - Medium Activity |
| Gyms & Fitness Centers | Health & Fitness Apps | Health and Beauty Buyers |
| Gyms & Health Clubs | | Health and Beauty Products |
| Gyms & Sports Clubs | | Health and Beauty Store Heavy Spenders |

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| Health and Diet | Health Causes Donor | Health Net |
| Health and Diet Attitudes | Health Choices / Lifestyle | Health Networks Proximity (Locations) |
| Health and Diet Food Visitors | Health Conscious | Health News |
| Health and Fitness | Health Conscious Baby Boomers | Health Nut |
| Health and Fitness Buyers | Health Conscious Big Spenders | Health Or Lowfat Cooking (FLA / Fair Lending Friendly) |
| Health and Fitness Magazines | Health Conscious Millennials | Health or The Medical Field |
| Health and Health-Related Insurance | Health Conscious Seniors | Health Payors |
| Health and Personal Care | Health Conscious Shoppers | Health Personality Segments |
| Health and Personal Care Stores | Health Donors | Health Policy |
| Health and Well Being | Health Education & Medical Training | Health Products |
| Health and Wellness | Health Enthusiast - Modeled | Health Products Intent |
| Health and Wellness Buyers | Health Enthusiast - Precise | Health Products Purchasing Interest |
| Health Associations | Health Enthusiasts | Health Professional |
| Health Attitude | Health Fitness and Dieting | Health Professionals |
| Health Attitude: Passive Caregiver | Health Food Buyer | Health Professors |
| Health Attitude: Proactive | Health Food Buyers | Health Remedies |
| Health Attitudes | Health Food Shoppers | Health Science Majors |
| Health Bars | Health Foods & Vitamins | Health Seeker |
| Health Bars & Sticks | Health Generation | Health Services |
| Health Beauty Products | Health Holistics | Health Services (80) |
| Health Care | Health Influencers | Health Shoppers |
| Health Care - Modeled | Health Information Exchange (HIE) | Health Supplement Intent |
| Health Care - Precise | Health Insurance | Health Supplements |
| Health Care and Social Assistance | Health Insurance - Propensity | Health Tech |
| Health Care Employee - Modeled | Health Insurance (personal) | Health Wellbeing (Power Reach) |
| Health Care Employee - Precise | Health Insurance (through work) | Health Wellbeing (Super Target) |
| Health Care Industry | Health Insurance Direct Pay Index | Health wellness |
| Health Care Insurance | Health Insurance Responder (18-64) - Likely | Health, Beauty & Personal Care |
| Health Care Jobs | Health Lifestyle | Health, Beauty and Makeup Products and High Spending Power |
| Health Care Professionals | Health magazine | Health, Beauty and Makeup Products and Moderate Spending Power |
| Health Care/Social Services | Health Magazine Multibuyers | |
| Health Cause Charity Donors | Health Magazines | |
| Health Causes | Health Maintenance Organization Not BCBS | |

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| Health, Beauty and Skincare Products and High Spending Power | Healthcare Nurse | Healthy Behavior Change Index |
| Health, Beauty and Skincare Products and Moderate Spending Power | Healthcare Opticians | Healthy Body, Healthy Mind |
| Health, Beauty and Style | Healthcare Optometrist | Healthy Choice |
| Health, Diet & Nutrition | Healthcare Organization Donation Motivation | Healthy Choice Soup |
| Health, Fitness & Sports | Healthcare Paramedic | Healthy Cooking and Eating |
| Health, Wellness & Fitness | Healthcare Pharmaceuticals | Healthy Dads |
| Health, Wellness and Healing | Healthcare Pharmacist | Healthy Diet |
| Health/Beauty Products (Super Target) | Healthcare Physician or Doctor | Healthy Diets |
| Health/Fitness | Healthcare Physicians Assistant | Healthy Dining Out |
| Healthcare | Healthcare Practice, Technical | Healthy Eaters |
| Healthcare - Hospitals and Clinics | Healthcare Products | Healthy Eating |
| Healthcare - Insurance | Healthcare Professional | Healthy Eating Fashionistas |
| Healthcare & Health Services | Healthcare Professional Groups | Healthy Eating Intent |
| Healthcare & Health Services Industry | Healthcare Professionals | Healthy Family Intent |
| Healthcare & Medical | Healthcare Provider | Healthy Food |
| Healthcare and Medical | Healthcare Providers | Healthy Food Brands |
| Healthcare and Social Work | Healthcare Services | Healthy Food Consumers |
| Healthcare Business Decision Makers | Healthcare Software - Other | Healthy Food Frequent Diners |
| Healthcare Chiropractor | Healthcare Technology | Healthy Food Products |
| Healthcare Decision Maker | Healthcare Treatment Preference | Healthy Food Shoppers |
| Healthcare Decision Makers | Healthcare Worker (IP) | Healthy Foods |
| Healthcare Dentist | Healthcare Workers | Healthy Foods (Power Reach) |
| Healthcare Dietician | Health-Conscious Mothers | Healthy Foods (Super Target) |
| Healthcare Executives | HealthLink Dimensions Doctor Data Powered by Neustar | Healthy Groceries |
| Healthcare Hardware - Other | Healthy | Healthy Holistics |
| Healthcare Industry | Healthy & Active | Healthy Lifestyle |
| Healthcare Intent | Healthy & Fit | Healthy Lifestyle Intent |
| Healthcare IT | Healthy & Weightloss Dieters | Healthy Living |
| Healthcare IT Company Surge | Healthy and Fit | Healthy Living - Expanded |
| Healthcare Managers | Healthy Balance | Healthy Living - Precision |
| Healthcare Marketplace | Healthy Behavior Change - Likely | Healthy Meals |
| | Healthy Behavior Change - Sustained | Healthy Mineral Mugi Tea |
| | | Healthy Moms |

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| Healthy Restaurants | Interested in Health (Super Target) | LA Fitness - Recent |
| Healthy Seniors (Age 60+) | Interested in Nutrition & Health (Power Reach) | Laser Hair Removal |
| Healthy Snacks | Interested in Nutrition & Health (Super Target) | LG Health |
| Heart Health Caregiver | Interested in Nutrition & Health (Super Target) | LifePoint Health |
| Heart Health Products Purchasing Interest | Interested in Skin Care (Power Reach) | Lifestyle Dieters |
| Heavy Vitamin & Dietary Supplement | Interested in Skin Care (Super Target) | Lifetime Fitness - Recent |
| Herbal Believer | Interested in wearable devices to track health/fitness activities | Likely Diet Choice |
| Herbal Remedies | Interested in Weightloss (Power Reach) | Lion Dent Health |
| Herbalife | Interested in Weightloss (Super Target) | LiveHealth Online App |
| Holistic Health | Interested in Wellness (Power Reach) | Lose Weight |
| Home and Wellness | Interested in Wellness (Super Target) | Low Fat Diet |
| Home Fitness | Intermountain Healthcare | Low Fat Dieters |
| Home Gym | Internal Medicine | Low Sugar Diet |
| Home Gym Equipment | Internal Medicine & Cardiovascular | Low Sugar Diet Caregiver |
| Home Gyms | Interval Training | Low Sugar Dieters |
| Home Health and Wellness | Ito En Healthy Mineral Mugi Tea | Luxury Gym Memberships |
| Home Health Care | Jenny Craig Weight Loss Center | Magazines, Health |
| Home Health Care Services | Jenny Craig Weightloss Center | Maintain Weight |
| Home Health Test Kits | Jogging & Running | Makeup and Skincare |
| Home Healthcare Services | Jogging & Running - India | Male Grooming Enthusiasts |
| Homeopathic | Jogging/Running | Marketplace Acquired Health Insurance |
| Homeowners Weight Loss Intent | K Health App | Married Weight Loss Intenders |
| Hospital and Healthcare Workers | Kaiser Permanente Health Care | Massage & Spa |
| House Wellness Foods The Power of Turmeric | Keto Diet | Massage and Spa |
| Household Has Health Insurance | Keto Dieters | Massage and Spa (Aesthetic Salon) |
| Household Has Health Insurance Through Work | KIND Healthy Snacks | Massage Clinics & Therapists |
| I'm Possible Training | Kindred Healthcare | Massage Clinics and Therapists Visitors |
| Imaging & Radiology | Kracie Home Products Skin Beauty | Massage Enthusiast |
| IMS Health | LA Fitness | Massage Envy |
| In Market for Exercise Equipment | LA Fitness - Modeled | Massage Therapist |
| In-Market Fitness | LA Fitness - Precise | Massage Therapists |
| Interested in Health (Power Reach) | | Massage Therapy |
| | | Medical & Health |

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| Medical & Health Decision Makers | Moderate Exerciser | Non-Exerciser |
| Medical & Health Services | Moderate Exercisers | Non-Exercisers |
| Medical & Health Services Decision Makers | Most Likely to Purchase Home Fitness Products/Services | Nonprescription Vitamins |
| Medical / Health | Mouth and Throat Medicines (Quasi-drug) | Nuclear Medicine |
| Medical and Health Sciences | Natural & Organic Cosmetics | Nutrition |
| Medical and Healthcare Professionals | Natural and Clean Beauty | Nutrition & Diets |
| Medical and Healthcare Publications | Natural and Organics | Nutrition Aware |
| Medical Health | Natural Care | Nutrition Drinks |
| Medical/dental/Health | Natural Cheese | Nutrition Items |
| Medical/Health | Natural Food Enthusiasts | Nutrition/Diet |
| Medical/Health/Doctor | Natural Foods | Nutrition/WeightLoss |
| Medicated Skin Care (Quasi-drug) | Natural Grocers | Nutritional Drinks |
| Medicine | Natural Health Products Purchasing Interest | Nutritional Eating Intent |
| Medicine & Dentistry Books | Natural Juice | Nutritional Snacks |
| Medicine and Health | Natural Living | Nutritional Supplements |
| Medicine Cabinet | Natural or Organic Food | Nutritional Supplements and Weight Control |
| Medicine Professors | Natural or Organic Foods | Occupation: Healthcare / Social Services |
| Medicines & Remedies | Natural Pet Food and Products | Occupational Health |
| Meditation | Natural Pet Foods and Products | Occupational Health & Safety |
| Meditation and Mindfulness Apps | Natural Remedies | Occupational Medicine |
| Meditation/Yoga Etc (Power Reach) | Natural Wellness | Offices of All Other Miscellaneous Health Practitioners |
| Meditation/Yoga Etc (Super Target) | Natural Wellness Products | Offices of Chiropractors |
| Men Seeking Weight-loss | Natural/Organic Grocery Store Locations | Offices of Miscellaneous Health Practitioners |
| Men's Health | NaturallyCurly.com | Offices of Physicians, Except Mental Health |
| Men's Grooming | New Age Healing Arts | Oily Hair Care |
| Mens Health | New Year's Diet & Fitness Resolutions | Olympic Wrestling & Weight Lifting |
| Men's Health | New Year's Resolution Gym-goers | Olympics Enthusiast - Gymnastics |
| Men's Health and Fitness | New Years Resolution Makers - New Health / Fitness / Wellness / Diets | On a Diet |
| Men's Health Magazine | New Year's Resolutions: Weight Loss | On a Diet - Expanded |
| Mens Shaving Products | New Year's Weight Loss Resolutions | On a Diet - Precision |
| Mens Skin Lotions | Nike Training Club App | Online Interest in Group Accident & Health Insurance |
| Millennial Weight Loss Intent | | |
| Misc Health Remedies | | |

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| Oral Care | People that care about their health | Premium Health Insurance - Propensity |
| Oral Care (Dental Care) | People that want to eat healthy | Premium Health, Wellness & Fitness |
| Oral Care Products | Personal Fitness | Premium Weight Loss |
| Oral Care/Shaving/Skin Care | Personal Grooming & Health | Pre-Shave / Shaving |
| Orangetheory Fitness | Personal Health | Preventive Medicine |
| Organic & Natural Foods | Personal or Health Insurance | Primary Care & Family Medicine |
| Organic and Natural | Personal Services (Hair Stylists, Trainers, Massage Therapists) | Proactive Health Management |
| Organic and Natural Food Stores | Personal Training | Proactive Health Seeker |
| Organic and Natural Foods | Personally own a fitness band | Prospective Aetna Health Insurance Buyer (Scarborough) |
| Organic/Natural Grocery Stores: High Spenders | Personas for Health | Prospective Aflac Health Insurance Buyer (Scarborough) |
| OTC Medicine | Pets, Supplies & Medicine | Prospective Blue Cross and Blue Shield Health Insurance Buyer (Scarborough) |
| OTC Medicine/Cough & Cold | Pharmacy and Medicine | Prospective Cigna Health Insurance Buyer (Scarborough) |
| OTC Medicines | Philips Healthcare | Prospective Health Net Health Insurance Buyer (Scarborough) |
| OTC Medicines - Allergy | Physical Fitness | Prospective Humana Health Insurance Buyer (Scarborough) |
| OTC Medicines - Cold & Flu | Physical Fitness Clubs | Prospective State Farm Health Insurance Buyer (Scarborough) |
| OTC Medicines - Pain Relief | Physical Fitness Program | Prospective United Healthcare Health Insurance Buyer (Scarborough) |
| OTC Pharmaceuticals | Physical Medicine | Providence Health & Services |
| Other Ambulatory Health Care Services | Pilates & Yoga | Proximity to Anytime Fitness |
| Other Medicines and Remedies | Pilates and Yoga Enthusiasts | Proximity to Gold's Gym |
| Outdoor and Fitness | Pilates/Yoga | Proximity to Planet Fitness |
| Pacific Natural Foods | Pilates/Yoga Propensity | Psychic & Inspirational Healing |
| Pain Relief | Planet Fitness | Psychic and Inspirational Healing |
| Paleo Diet | Planet Fitness - Modeled | Public Health |
| Paleo Dieters | Planet Fitness - Precise | Public Health & General Preventive Medicine |
| Parents with Weight Loss Intent | Planet Fitness - Recent | Public Health and Hygiene |
| Pediatric Allergy | Poor Sleep Quality | Public Health Nurses |
| Pediatric Allergy & Immunology | Population Health | |
| Pediatric Critical Care Medicine | Portable Fitness Electronics | |
| Pediatric Emergency Medicine | Portable Fitness Equipment | |
| Pediatric Nutrition | Potential Weight Loss Interest | |
| Pediatric Sports Medicine | Premium Fitness & Exercise | |
| Pediatrics & Adolescent Medicine | Premium Health & Wellbeing | |

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| Radiology & Imaging | Shaving Care and Hair Removal | Spa & Wellness Stay (Super Target) |
| Read Natural Health | Shaving Cream | Special & Restricted Diets |
| Recent Gym Visit | Shaving Creams & Gels | Special Diets |
| Reiki | Shaving Needs | Speech Therapy |
| Relaxation | Shaving Products | Spinning |
| Relaxation and Information | Shionogi Healthcare Cedes | Sport, Running & GPS Watches |
| Relaxation and Meditation | Shionogi Healthcare Isodine | Sports & Fitness |
| Relaxation Seeker | Shopping - Health & Personal Care | Sports & Fitness Buffs |
| Relaxing Products | Shops to Relax | Sports & Fitness Buffs Online |
| Respiratory Therapy | Siemens Healthcare | Sports & Healthy Living |
| Restaurant Nutritionist | Sinus and Allergy Medications | Sports Coaching & Training |
| Retro Fitness | Skin | Sports Medicine |
| Rohto Pharmaceutical Skin Aqua | Skin & Nail Care | Sports, Fitness & Recreation |
| Running | Skin Bracer Asl | Sticking to their Diet |
| Running & Athletics | Skin Care | Straight Hair Care |
| Running & Cross Country | Skin Care Companies | Strength & Weight Training |
| Running & Walking | Skin Care Preparations | Strength Training |
| Running / Jogging | Skin Care Shoppers - Precise | Sugar |
| Running and Jogging | Skin Care Visitors | Sugar & Sweeteners |
| Running Enthusiasts | Skin Cream | Sugar Candy |
| Running Gear | Skin Creams / Milks for Men | Sugar Conscious |
| Running/Jogging | Skin Tightening | Sugar Free |
| Samsung Health | Skincare | Sugar Free Diet |
| Seeking New Ways to be Healthy | SkinCareRx Buyer Propensity | Sugar Free Diet |
| Seeks Healthy Fast Food | Skintastic - Anti-Aging & Aesthetics | Sugar Substitutes |
| Self-Help & Relaxation | Snap Fitness | Sugars and Sweeteners |
| Self-Help and Relaxation | Snap Fitness - Modeled | Sugars Sweeteners and Syrups |
| Senior Care Givers & Home Health Aides | Snap Fitness - Precise | Sun Care |
| Senior Health | Snap Fitness - Recent | Sunscreen |
| Services - Telehealth/Virtual Doctors | Snap Fitness Visitors | Sunscreen & Tanning |
| Shaving | Social, Recreation & Health Club Membership | Sunscreen & Tanning Products |
| Shaving and Hair Removal | Spa & Massage | Sunscreen Every Day |
| Shaving Care & Hair Removal | Spa & Wellness Stay (Power Reach) | Suntory Holdings Suntory Natural Water |
| | | Suntory Holdings Suntory Natural Waters |

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| Suntory Holdings Vitamin Water | Use App/Site To Track Calories/ Exercise | Vitamins & Supplements |
| Sutter Health | Used Wearable Fitness Health Tracker in the | Vitamins and Dietary Supplements |
| Swanson Vitamins Buyer Propensity | Last 12 Months | Vitamins and Immune Boosters |
| Swimming and Water Aerobics | Using a wearable device to track | Vitamins and Supplements |
| Symptoms - Cough | health/fitness activities | Vitamins Purchasing Interest |
| Symptoms - Fatigue | Using Time at Home to Exercise More | Vitamins/Health Products |
| Symptoms - Fever | Uskin Pharmaceutical Uskin A | Vitamins/Minerals |
| Symptoms - Headache | UV Care / Sunscreens | Vitaminwater |
| Symptoms - Itching | Van's Natural Foods | Water Aerobics |
| Symptoms - Nausea | Vegan Diet | Wearable Device to Manage Health |
| Symptoms - Sneezing | Vegan Dieters | Weight |
| Symptoms - Sore Throat | Vegan Diets | Weight (Individual) |
| Symptoms - Stuffy/Runny Nose | Vegetarian Diet | Weight Conscious |
| Takeda Consumer Healthcare Benza | Vegetarian Dieters | Weight Conscious - Expanded |
| Takeda Consumer Healthcare Mytear | Vegetarian Diets | Weight Conscious - Precision |
| Telemedicine | Veterinary Medicine | Weight Conscious (Diet Food) |
| Telemedicine Apps | Vision & Eye Care | Weight Control & Diet Aids |
| Tenet Health | Vitamin & Health Products | Weight Control/Nutrition Liquid/Powder |
| Tenet Healthcare | Vitamin and Health Product Purchasers | Weight Gain |
| The Art of Shaving | Vitamin and Supplement Intent | Weight Lifting |
| The Skinny Cow | Vitamin Believer | Weight Loss |
| The Vitamin Shoppe | Vitamin Shoppe - Modeled | Weight Loss & Diet |
| The Vitamin Shoppe Buyer Propensity | Vitamin Shoppe - Precise | Weight Loss and Supplements |
| Trinity Health | Vitamin Supplements | Weight Loss Healthy Living |
| UFC Gym - Recent | Vitamin Water | Weight Loss Journey |
| Undersea & Hyperbaric Medicine | Vitamin World | Weight Loss Product Intent |
| United Health Group | Vitamin World Buyer Propensity | Weight Loss Products |
| United Healthcare | Vitamins | Weight Loss: Active |
| United Healthcare Insured (UHC) | Vitamins & Dietary Supplements | Weight Loss: Active Caregiver |
| UnitedHealth Group | Vitamins & Minerals | Weight Management |
| Unitedhealthcare | Vitamins & Nutrition | Weight Management, Health & Fitness |
| Universal Health Services | Vitamins & Nutrition Shoppers - Precise | Weight Racks |
| Unwanted Body & Facial Hair Removal | Vitamins & Oils | Weight Reformers |

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| Weight Training | Women's Gym Apparel and High Spending Power | Yoga & Pilates Enthusiast |
| Weight Watchers | Women's Gym Apparel and Moderate Spending Power | Yoga and Meditation |
| Weight Watchers International Buyer Propensity | Womens Health | Yoga and Pilates |
| Weight Watchers Mobile | Women's Health | Yoga and Pilates Studio Visitors |
| Weight Watchers Smart Ones | Women's Health & Beauty | Yoga and Workout Gear |
| Weightlifting | Women's Health and Fitness | Yoga Apparel & Equipment |
| Weight-Loss Seekers | Women's Health Magazine | Yoga Apparel Enthusiasts |
| Wellness | Womens Medicine | Yoga Enthusiast/Yogi |
| Wellness & Safety | Workout and Yoga | Yoga Enthusiasts |
| Wellness & SPA | World Gym - Recent | Yoga Gear |
| Wellness (Kenko) | Yoga | Yoga Practitioners |
| Wellness Apps | Yoga - India | Yoga Sets |
| Women Seeking Weight-loss | Yoga & Pilate Enthusiast Travel Intenders | Yoga Studios |
| Women's Health | Yoga & Pilates | Yoga, Pilates & Core Training |
| Women's Activewear / Yoga | | Youfit Health Clubs |