

## 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