



# Standard Health Categories

The following health categories are available for use on targeted advertising by MiQ clients in the US:

- Allergies
- Arthritis and Inflammatory Conditions
- Baby Care
- Beauty, Grooming and Personal Hygiene
- Bone and Joint Health & Conditions
- Child Care
- Cold and Flu
- Cosmetic Medical Services
- Dental Health
- Diabetes
- Digestive Health & Disorders
- Ear, Nose and Throat Health & Conditions
- Eye and Vision Health & Conditions
- Family and Parenting
- Family Care
- First Aid
- Fitness and Exercise
- Foot Health
- Headaches and Migraines
- Health Care Providers and Hospitals
- Health Insurance
- Heart and Cardiovascular Health & Diseases
- Home Health Care
- Infectious Diseases
- Injuries
- Long Term Care Insurance
- Lung and Respiratory Health
- Massage and Spa
- Medical Equipment
- Medical Tests
- Nutrition, Diet and Weight Loss/Management
- Obesity
- Oral Health, Hygiene and Dentistry
- Pharmaceutical Drugs
- Skin and Dermatology
- Sleep Health & Disorders
- Stress Management
- Surgery
- Thyroid Health & Disorders
- Vaccines
- Vitamins, Minerals and Nutritional Supplements
- Wellness and Healthy Lifestyles

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