

## Rocket Fuel Health Related Segments

Health & Beauty --> Allergy Sufferers  
Health & Beauty --> Analgesics Buyer  
Health & Beauty --> Cough & Cold Sufferers  
Health & Beauty --> Dieters  
Frequent Buyers > Health & Wellness Buyers  
Frequent Buyers > Health & Wellness Buyers > Weight Loss & Supplements  
Frequent Buyers > Health & Wellness Buyers > Natural Wellness  
Propensities > Healthcare Products > Sore Throat  
Propensities > Healthcare Products > Sore Throat > Vicks  
Propensities > Healthcare Products > Sore Throat > Ricola  
Propensities > Healthcare Products > Sore Throat > Robitussin Honey Drops  
Propensities > Healthcare Products > Sore Throat > Sucrets  
Propensities > Healthcare Products > Sore Throat > Tylenol Sore Throat  
Propensities > Healthcare Products > Sore Throat > Cold-Eeze  
Propensities > Healthcare Products > Sore Throat > Cepacol  
Propensities > Healthcare Products > Sore Throat > Other Robitussin Drops  
Propensities > Healthcare Products > Sore Throat > Luden's  
Propensities > Healthcare Products > Sore Throat > Halls  
Propensities > Healthcare Products > Sore Throat > Dimetapp  
Propensities > Healthcare Products > Heartburn Remedies  
Propensities > Healthcare Products > Heartburn Remedies > Mylanta  
Propensities > Healthcare Products > Heartburn Remedies > Maalox  
Propensities > Healthcare Products > Heartburn Remedies > Imodium  
Propensities > Healthcare Products > Heartburn Remedies > Gas-X  
Propensities > Healthcare Products > Heartburn Remedies > Roloids  
Propensities > Healthcare Products > Heartburn Remedies > Prilosec  
Propensities > Healthcare Products > Heartburn Remedies > Pepto-Bismol  
Propensities > Healthcare Products > Heartburn Remedies > Pepcid AC  
Propensities > Healthcare Products > Heartburn Remedies > Zantac 75  
Propensities > Healthcare Products > Heartburn Remedies > Tums  
Propensities > Healthcare Products > Heartburn Remedies > Alka-Seltzer  
Propensities > Healthcare Products > Glasses/Contacts  
Propensities > Healthcare Products > Glasses/Contacts > Eyeglasses-Regular  
Propensities > Healthcare Products > Glasses/Contacts > Extended Wear  
Propensities > Healthcare Products > Glasses/Contacts > Colored/Tinted  
Propensities > Healthcare Products > Glasses/Contacts > Eyeglasses-Bifocals  
Propensities > Healthcare Products > Glasses/Contacts > Contact Lens Cleaning Solution  
Propensities > Healthcare Products > Glasses/Contacts > Soft  
Propensities > Healthcare Products > Glasses/Contacts > Disposable  
Propensities > Healthcare Products > Vitamins/Minerals  
Propensities > Healthcare Products > Vitamins/Minerals > Caltrate  
Propensities > Healthcare Products > Vitamins/Minerals > Centrum  
Propensities > Healthcare Products > Vitamins/Minerals > Centrum Silver  
Propensities > Healthcare Products > Vitamins/Minerals > One-A-Day Women's Formula

Propensities > Healthcare Products > Vitamins/Minerals > Os-Cal  
Propensities > Healthcare Products > Vitamins/Minerals > Citrical  
Propensities > Healthcare Products > Vitamins/Minerals > GNC  
Propensities > Healthcare Products > Vitamins/Minerals > One-A-Day 50+  
Propensities > Healthcare Products > Vitamins/Minerals > One-A-Day Men's Formula  
Medical - Health Condition > Allergy  
Wellness Products & Treatments > Vision  
Wellness Products & Treatments > Dental  
Medical - Health Condition > Dry Eyes  
Wellness Products & Treatments > Foot Care  
Medical - Health Condition > Head Ache  
Medical - Health Condition > Heart Burn  
LifeStyle Interests > Healthy Living  
Wellness Products & Treatments > Herbal Natural Remedies  
LifeStyle Interests > Natural Health  
Wellness Products & Treatments > Vitamins  
LifeStyle Interests > Disabled/Handicapped Consumers  
LifeStyle Interests > Smokers  
Wellness Products & Treatments > Personal Mobility  
Wellness Products & Treatments > Bone Density  
Wellness Products & Treatments > Hearing  
Wellness Products & Treatments > Muscle Pulls  
Wellness Products & Treatments > Weight Loss  
Wellness Products & Treatments > Smoking Cessation