



# COMPLETE AILMENTS, ILLNESSES AND MEDICAL CONDITIONS – 13,537,899

Over 13.5 million survey respondents have indicated individuals in their households suffer from various ailments, illnesses, medical conditions, and addictions. This powerful file is selectable by type of ailment, over-the-counter medications and prescription medications, as well as being selectable by numerous household demographics including age, income, gender, marital status, and much more.

This is an ideal file for marketers of pharmaceutical and OTC remedies, along with distributors of medical devices and aides designed to help these consumers. This is also a strong file for those marketing magazines, credit cards, self-help and much more.

### Key Segments

13,537,899	Total Ailments, Illnesses and Medical Conditions	\$175/M
6,454,306	Total with Telephone Numbers	+ \$25/M
2,947,445	Total with Email Addresses	\$225/M

### Additional Segments

#### *133,142 Addiction*

44,022 Food 97,573 Tobacco

#### *13,537,899 Ailments*

76,656	Acid Reflux	1,126,416	Diabetes Type 2	360,476	Multiple Sclerosis
1,602,463	Acne	96,651	Difficulty Walking	27,570	Nail Fungus
2,605	Actinic Keratosis	340,519	Dry Eyes	24,701	Nail problems
43,177	Aging	46,761	Dry Mouth	91,268	Neuropathy/Nerve Pain
435,245	Alzheimer's	839,124	Eczema	156,325	Non-Hodgkins Lymphoma
26,103	Anemia	136,061	Eczema/Psoriasis	9,394	Nosebleeds, Frequent
21,054	Angina	182,405	Emphysema	2,231,037	Obesity
1,977	Arteriosclerosis	65,834	Endometriosis	602,859	Osteoporosis
2,453,711	Arthritis	165,866	Epilepsy	135,082	Overactive Bladder
1,611,964	Arthritis-Rheumatoid	423,759	Estrogen	690,815	Pain - Arm and Shoulder
2,752,806	Asthma	44,692	Fibromyalgia	5,265,028	Pain - Back
132,485	Asthma - Child	134,395	Gas	7,612	Pain - Chronic Pelvic
82,007	Athletes foot	350,918	Gastritis	574,387	Pain - Joint
30,579	Bad Breath	2,450,647	GERD	69,222	Pain - Leg, Hip, Knee, Ankle, Foot
209,605	Bedwetting	14,393	Gout	191,308	Pain - Muscle
857,449	Bladder Control	489,315	Gum Disease	429,251	Pain - Other
2,317,141	Blind/Visual Impaired	3,688,743	Headaches - Frequent	32,134	Pain - Stress & Tension
173	Blood Clots	1,835,569	Health Offers	3,468	Parasites
349,120	Blood Disorder	74,365	Hearing Aid	347,578	Parkinsons Disease
12,277	Body Odor	1,948,327	Hearing Difficulty	5,175	Peripheral Arterial Disease
13,429	Bowel Problems	24,244	Heart Attack	700,269	Physical Handicap
721	Broken Bone	27	Heart Damage	29,119	PMS
15,791	Calcium Deficiency	1,423,735	Heart Disease	44,167	Poison Ivy
636,930	Cancer	3,096,569	Heartburn	6,823	Poor leg circulation
378,713	Cancer - Breast	408,453	Hemorrhoids	307,542	Prostate - Enlarged
2,935	Cancer - Kidney	7,864	Hepatitis C - Acquaintance	928,395	Psoriasis
8,868	Cancer - Lung	11,816	Hepatitis C - Self	22,239	Puffy Eyes



**COMPLETE AILMENTS,  
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13,301	Cancer - Other	7,185	Herpes	11,030	Respiratory Problems
11,053	Cancer - Prostate	3,767,277	High Blood Pressure	94,629	Restless Legs Syndrome
4,674	Cancer - Alt. Treatments	2,998,410	High Cholesterol	16,416	Rosacea
9,089	Canker Sores	4,531	HIV	89,412	Sensitive teeth
6,013	Cardiovascular Disease	9,991	Hormone Imbalance	15,182	Sexual Dysfunction
14,032	Cataracts	33,339	Hot flashes	1,373,263	Sinusitis
1,895	Catheter - use	8,507	Hyperactivity	117,270	Skin - Dry
30,521	Cellulite	647,984	IBS/Irritable Bowel Synd.	12,060	Skin - Rash
2,529	Cerebral Palsy	398,411	Impotence/Erectile Dysf.	1,791,745	Skin - Sensitive
265,549	Chronic Bronchitis	27,248	Infertility	16,858	Sleep Apnea
287	Chronic Ear Infections	1,234,013	Insomnia	169,048	Sleeping
20,516	Chronic Fatigue Syndrome	45,601	Irregular heart rhythm	876,570	Snoring
2,840	Cirrhosis of the liver	117,344	Kidney Disease	16,202	Spinal Disorders
854,613	Clinical Trial Interest	1,951	Kidney Problems	273,588	Spinal Injury
382,323	Cold Sores	441,388	Lactose Intolerance	585,529	Sports Injury
327,458	Colitis	3,399	Leukemia	48,468	Stroke
38,792	Common Cold	6,618	Liver Problems	7,636	Thyroid disease
93,282	Constipation	5,242	Lou Gehrig Disease / ALS	35,500	Tooth Decay
494,911	COPD	5,905	Lung Disease	7,379	Tumor
92	Coronary Artery Disease	12,263	Lupus	725,416	Ulcer
219,158	Crohn's Disease	298,156	Macular Degeneration	15,276	Urinary tract infections
4,529	Cystic Fibrosis	2,291	Meningitis	10,760	Urination Problems
21,840	Deep vein thrombosis (DVT)	1,200,877	Menopause	11,050	Vaginal infections
349,421	Dentures	1,187,869	Menstrual Cramps	198	Vein issues
37,134	Dentures - Considering	26,178	Menstrual problems	17,872	Wart
858,187	Diabetes	2,303,342	Migraines	440,271	Wheel Chair
100,010	Diabetes - Juvenile	1,417	Mineral Deficiency	672,315	Yeast Infection
623,581	Diabetes Type 1	18,519	Motion Sickness		
			<b>8,074,676 Allergies</b>		
5,159,682	Allergies	155,868	Itchy watery eyes	175,657	Stuffy nose
26,260	Antihistamines decrease symptoms	2,970,556	Nasal Allergy	13,485	Swollen eyelids after spending time outdoors
1,104,873	Children with Allergies	877,752	Other Adult with Allergies	15,109	Symptoms are worse in the late summer or fall
275,875	Food Allergies	20,444	Red eyes after spending time outdoors	31,276	Symptoms are worse in the spring
250,329	Headaches	55,383	Runny nose	10,579	Symptoms are worse indoors
35,695	Itchy nose	105,498	Sinus pain	20,180	Symptoms are worse outdoors
37,979	Itchy or dry throat	172,013	Sneezing	38,278	Symptoms are worse when the pollen count is high
			<b>2,577,598 Hair Concerns</b>		
249,946	Damaged or dry hair	66,071	Fine hair	79,597	Split ends or hair breakage
107,333	Dandruff	2,243,814	Hair Loss	55,365	Treating - Other
46,609	Dry scalp	35,885	Oily hair or oily scalp	49,368	Treating - Rogaine



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***Taking Over-the-Counter & Prescription Medication\****

8,517,460	Allergy Meds	586,718	Depression Meds	4,877,634	Other Meds
3,661,560	Arthritis Meds	2,062,693	Diabetes Meds	5,989,297	Pain Reliever Meds
1,292,312	Asthma Meds	513,516	Heart Condition Meds	969,408	Sleep Aids
2,268,150	Cholesterol Meds	5,619,610	Heartburn Meds	44,477	Sore Throat Meds
1,384,385	Cold/Flu Meds	43,999	Hemorrhoid Meds		
412,275	Constipation Meds	175,227	High Blood Pressure Meds		

*\*Specific Brands available - please inquire!*

**4,384,529 Mental Problems**

13,973	Anger	1,339	DD/HD	18,288	Mood Swings
8,366	Anti-Social	3,078,699	Depression	74,231	No Sex Drive
1,335,785	Anxiety	245,047	Eating Disorder	16,180	Poor Memory
1,549,993	Attention Deficit Disorder (ADD or ADHD)	5,421	Learning Disorders	22,185	Stress Level - High
2,477	Autism	11,558	Memory Problems	16,009	Stress Level - Low
6,067	Behavior	30,175	Mental Health Rx News		
206,371	Bipolar	3,828	Mental Illness		

**1,031,315 Natural Health**

488	Acupuncture	240,595	Herbal Remedies	1,841	Pain Relief - Chiropractor
1,471	Aromatherapy	799,324	Natural Health Products	2,288	Pain Relief - Massage
59,895	Cleanse / Fasting	6,693	Other Natural	1,996	Pain Relief - Natural Remedy

**3,277,981 Pregnant**

23,830	Breast feeding	57,119	Have a Baby - February	55,822	Have a Baby - November
322,720	Expecting Gender Female	486,146	Have a Baby - January	59,263	Have a Baby - October
349,791	Expecting Gender Male	61,403	Have a Baby - July	61,872	Have a Baby - September
502	Expecting Gender Unknown	58,012	Have a Baby - June	2,022,088	Having a Baby
56,064	Have a Baby - April	991,638	Have a Baby - Last 6 Mo.	50,811	Uses/Will Use Infant Formula
62,382	Have a Baby - August	59,777	Have a Baby - March	1,045,237	Year of Due Date
60,499	Have a Baby - December	57,800	Have a Baby - May		

**7,635,280 Vision Correction**

17,722	Contact Lens - Gas Permeable	5,462,054	Contacts	34,233	Laser vision correction
238,347	Contact Lens - Soft	3,943,691	Eyeglasses	1,121,375	Interested in Laser vision correction

**7,110,737 Weight Loss**

141,445	Diet Aids Interest	1,104	Natural Diet Program Interest	37,854	South Beach
5,382,940	Dieting	44,188	Need to gain weight	876	The Zone
16,982	Dr. Atkins	15,763	Nutrisystem	135,618	Weight Loss - Member
12,096	Jenny Craig	27,386	Other Diet Program	35,892	Weight Loss Surgery
1,207	L.A.	2,693	Richard Simmons	498,498	Weight Watchers
206,433	Meds - Other Rx	174,137	SlimFast	2,666,625	Yes, I want to lose weight

**Selection Charges**

Base Minimum	3,000 Names	Gender	\$5/M	Key Code	\$2/M
Phone Numbers	\$25/M	HH Income	\$5/M	Email/FTP	\$25/F
Age	\$5/M	Marital Status	\$5/M	CD Rom	\$25/F
Homeowner	\$10/M	SCF/Zip Code	\$2/M	P/S Labels	\$8/M



<p style="text-align: center;"><b>COMPLETE AILMENTS, ILLNESSES AND MEDICAL CONDITIONS – 13,537,899</b></p>
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**Commissions**

Broker: 20%

**Cancellations**

Charges: \$8/M, \$50 Minimum

**Net Name**

Net: 85%  
Min. Qty: 50,000  
Run Charges: \$10/M

**Terms & Conditions**

Allow 1-3 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are fully due. Net name arrangements negotiable. 25% commission to authorized brokers on base rate. Unlimited usage, 2x base/minimum plus selection and output material charges.

**Contacts**

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