**Supplemental Table 1.** List of questions administered on day 28

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| **Outcome** | **Question** | **Response choices** |
| Overall health | How would you describe your dog's current overall health after switching to Nom Nom? | * Better * About the same * Worse |
| Physical activity | How would you describe your dog's current activity level after switching to Nom Nom? | * More active * About the same * Less active |
| Weight change | What is your dog's current weight (in lbs)? | Weight in lbs  Weight change is then calculated by subtracting weight on day 0 from weight on day 28 |
| Fecal score change | Which of the following best represents your dog's stool after switching to Nom Nom? | Each response is accompanied by a graphic   * Separate hard lumps, like nuts (score = 1) * Sausage-shaped, but lumpy (score = 2) * Sausage-shaped, but with cracks on surface (score = 3) * Sausage or snake-like, smooth and soft (score = 4) * Soft blobs with clear-cut edges (score = 5) * Fluffy pieces with ragged edges, mushy (score = 6) * Watery, no solid pieces (entirely liquid) (score = 7)   (Fecal score change is then calculated by subtracting fecal score on day 0 from fecal score on day 28) |
| Defecation frequency | Did Nom Nom have any effect on your dog's defecation frequency? | * Defecation became more frequent * Defecation became less frequent * No effect on defecation frequency |
| Flatulence frequency | Did Nom Nom have any effect on your dog's flatulence frequency? | * Flatulence became more frequent * Flatulence became less frequent * No effect on flatulence frequency |
| Coat condition | Did Nom Nom have any effect on your dog's coat condition? | * Coat condition improved * Coat condition worsened * No effect on coat condition |
| Appetite | Did Nom Nom have any effect on your dog's appetite? | * Appetite increased * Appetite decreased * No effect on appetite |