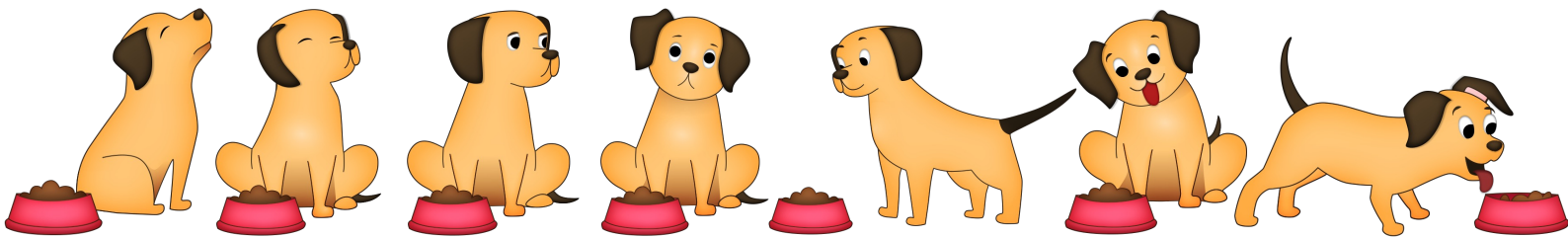


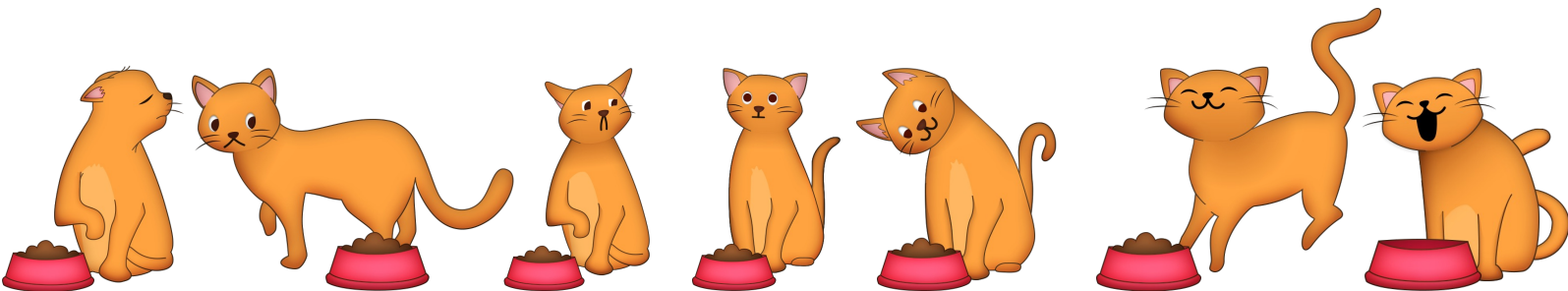
# Pet Eating Enthusiasm Scales for Dogs and Cats

A scientifically validated emoji scale was used by pet parents to assess eating enthusiasm<sup>1</sup>



Least enthusiastic

Most enthusiastic



On the left, the emojis indicate lack of enthusiasm for the food - and moving to the right, the emojis indicate increased enthusiasm.

<sup>1</sup>Vanchina MA, Vondran JC, Swaney-Stueve M. Development and validation of an emoji-based pet eating enthusiasm scale, 2022 (Hill's data on file).  
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