

HARRISBURG, Pa., March 12, 2013 /PRNewswire/ -- United Concordia's new free animated mobile app – [Chomper Chums™](#) – is designed to help children, ages 4-11, develop healthy brushing, flossing and rinsing habits early in life.

To view the multimedia assets associated with this release, please visit: <http://www.multivu.com/mnr/58159-united-concordia-mobile-app-chomper-chums-children-learn-oral-hygiene>

(Photo: <http://photos.prnewswire.com/prnh/20130312/MM32606>)

"Our Chomper Chums app helps children learn good oral hygiene habits in a fun and engaging way," said James Bramson, D.D.S., chief dental officer. "In fact, this app is the direct result of feedback we received from our members about the best way to do that."



Chomper Chums helps children learn proper dental hygiene by introducing three fun, friendly and lovable animal characters – a lion, horse and alligator – with whom the children interact each time they brush, rinse and floss.

The animated app helps ensure that children reach all quadrants of their mouths when brushing or flossing by showing the inside of their chosen animals' mouths. Children follow "sugar bugs" as they move from quadrant to quadrant, while a timer lets the children know they have brushed for the recommended amount of time – two minutes, two-times a day. As children rinse, their animals "swoosh" the water back and forth in their mouths, as well.

Children who brush, floss and rinse correctly earn coins that can be used to purchase food items to help to care for their animals. Children are encouraged to select healthy food items, such as bananas and carrots, but can also select less healthy choices, such as cheeseburgers and candy bars, to feed their animals.

"The health of the children's animals is influenced by these choices, teaching them about the importance of making their own healthy eating choices," said Dr. Bramson. "This mobile app is a fun tool parents can use to teach children about how the health of their mouths can affect the health of their bodies."

This free app can be downloaded for [Apple iPhones](#) and [Android](#) devices. For more information, visit www.UnitedConcordia.com.

CONTACT: Beth Rutherford, United Concordia Dental, +1-717-260-7659 , beth.rutherford@highmark.com;
Leilyn Perri, Highmark, Inc., +1-717-302-4243 , leilyn.perri@highmark.com