

Home

PRESS RELEASE

On the Heels of FIFA Banning Uruguay Soccer Superstar Luis Suarez From the 2014 World Cup, Prominent Beverly Hills Dentist Dr. David Keen Offers Him the Ultimate Consolation

By

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A Custom-Designed Sport Guard to Prevent Future Bites

BEVERLY HILLS, CA, Jun 27, 2014 (Marketwired via COMTEX) -- Following the recent news of the suspension of Uruguay soccer player Luis Suarez from all football activities on June 26 for biting an opponent at the World Cup, prominent Beverly Hills Dentist Dr. David Keen has offered the frequent biter a consolation: a custom-designed sport guard to insure that this will be the last bite Suarez takes out of an opponent.

"As a former competitive soccer player myself in Canada, I would like to offer Luis a complimentary sport guard so that this third bite will be his last," said Keen. "I empathize with his competitive edge but want to help him rehabilitate from this temptation to leave his 'mark' wherever he goes."

Dr. Keen is a dental expert in the area of Aesthetic, Restorative and Implant Dentistry that fall under his specialty of Prosthodontics. With contemporary dentistry continually evolving, Dr. Keen prominently features cutting-edge technology and nouveau tools in his digital state-of-the-art office to stay ahead of the curve.

"Many patients including professional athletes in my dental practice have grinding and clenching habits," says Dr. Keen. "I'm confident that with a custom designed sport guard, we can help Luis position his attention on the sport and not on his gnawing."

On the day of the ruling, Dr. Keen met with patient Norman Aladjem, President of Levity Entertainment Group (LEG). Aladjem is a native of Uruguay, and also a significant soccer follower. Aladjem was saddened by the fact that a great player for his home-country team of Uruguay would be disqualified from playing the rest of the World Cup games, however, appreciates the seriousness of the bite charges.

"I think soccer is an excellent sport to play and watch," says Keen. Dr. Keen wishes all of the world teams good luck and wants the 2014 World Cup to be an exhibition of the top level of soccer and athleticism. Dr. Keen also wants the world matches to be played cleanly and fairly as it was intended. As such, Dr. Keen is in agreement with the ruling and an advocate of the statement, "three bites and you're out!"

Dr. Keen feels that Suarez's talent is too valuable to waste and wants to prevent him from hurting himself and others in the future.

Well situated in scenic Beverly Hills, Dr. Keen has a vast celebrity clientele in the film, television and music industry. With scrupulous confidentiality, he has worked with numerous celebrities to enhance the aesthetics and health of their smile.

Dr. Keen has created dental special effects for Hollywood and his work has been recognized by international media, with favorable mention on TV shows including Good Morning America, Late Night With Jimmy Fallon, and featured as the dental expert on the Emmy-winning series The Doctors. In addition to speaking to the media about several hot button dentistry-related health issues, Dr. Keen has given presentations across the nation and has held a faculty position at the UCLA School of Dentistry.

Dr. Keen is always willing to lend compassionate care -- especially for underprivileged children -- and is involved with many charitable organizations such as Vista Del Mar, the AMANDA Foundation, and the CHRYSALIS nonprofit organization.

For more information please visit: www.drkeensmilecare.com



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