

Facebook TF Report Submission #4 [28/5/2025]

Case Number: 15517549

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The ads in question direct users to a website that advertises an "Omron Smartwatch for health," claiming features such as non-invasive blood sugar measurement, uric acid monitoring, ECG capabilities, video calls, and social media integration. It offers the device at a significantly discounted price (60€, reduced from 120€), with offers like "free shipping" and "New Year's Eve" specials. It attributes the product to Omron, a legitimate Japanese multinational company, stating the watch was released in 2024.

The webpage exhibits several strong indicators commonly associated with fraudulent schemes or the promotion of unverified and potentially unsafe products:

Fake Domain Name: The URL `xurgentn.monster` uses a ".monster" top-level domain (TLD). This TLD is highly unconventional for a reputable multinational corporation like Omron, which typically uses established domains such as .com or country-specific TLDs for its official product promotions and sales. Upon further examination we could not find any connection between the official website of Omron and this domain.

Unrealistic Medical Claims: The flagship feature advertised—reliable, non-invasive blood sugar measurement in a consumer smartwatch—is a technology still largely under development and not yet widely and affordably available with medical-grade accuracy. Such a breakthrough by a company like Omron would be announced through major official channels and backed by extensive clinical data and regulatory approvals, none of which are evident.

Misleading Association with a Reputable Brand: The webpage leverages the reputation of Omron, a well-known and respected medical device manufacturer. However, there is no evidence to suggest this product is a genuine Omron device. Scammers frequently use established brand names to create a false sense of trust.

Lack of Official Verification: A search of Omron Healthcare's official global website does not reveal any smartwatch with the described comprehensive features, particularly non-invasive blood glucose monitoring combined with social media apps. Official Omron channels do not corroborate the existence or sale of this product.

Aggressive Sales Tactics and Unrealistic Pricing: The offer of a 50% discount, time-limited offers, and a price point of 60€ for a device with such advanced (and partly unproven) medical technology combined with smartwatch features is highly improbable for a genuine, medically certified device from a major brand. These tactics are designed to create false urgency and bypass rational scrutiny.

Inconsistent Information: The webpage reportedly contains conflicting information, such as differing return policy durations (7 days vs. 14 days). Such inconsistencies are hallmarks of hastily assembled and unprofessional scam operations.

Probable Lack of Regulatory Approval: A device claiming to measure blood sugar, perform ECGs, and monitor uric acid would be classified as a medical device. It would require stringent regulatory approvals (e.g., FDA, CE mark for medical devices, PMDA) to be legally marketed and sold. The webpage provides no information on such certifications, and it is highly unlikely that a product sold via a ".monster" domain under these circumstances has obtained them. This raises concerns about both its efficacy and safety. Upon further examination we were not able to locate any approval or registration of such a product with the relevant greek authority for medicines and medical devices (National Organization for Medicines -EOF)

Please attach the valid document related to your report:

[Attached PDF]

Please submit the URLs below (max 20):

<https://etstepfoom.monster/products/kemu>
<https://xurgentn.monster/?m=Item&a=show&id=163271>
<https://www.facebook.com/ads/library/?id=515487634865804>
<https://www.facebook.com/ads/library/?id=1184827653421576>
<https://www.facebook.com/ads/library/?id=2815429491963393>
<https://www.facebook.com/ads/library/?id=1496848574448017>
<https://www.facebook.com/ads/library/?id=911914584425003>

Country:

Greece

~~Check here if you are reporting a beneficiary and/or payer of an advertisement under Digital Services Act~~

There is an applicable legal order for this request

Are you reporting unlawful content?

- Yes
 No

If you regard the reported content as unlawful, please detail what specific laws (i.e relevant legislative provisions) had allegedly been violated:

1. Fraudulent Practices & Misleading Commercial Claims

Relevant Laws: Greek Law 4619/2019; Greek Law 2251/1994

1.1 General Fraud by Misrepresentation of Facts for Financial Gain

"Whoever knowingly misrepresents false facts as true, or unlawfully conceals or withholds true facts, thereby causing damage to another person's property by convincing someone into an act, omission, or tolerance with the intent of gaining unlawful financial benefit for themselves or another from that damage, shall be punished with imprisonment..."

– **Greek Law 4619/2019 (Article 386, paragraph 1)**

1.2 Overall Prohibition of Unfair Commercial Practices

"Unfair commercial practices adopted before, during, and after a commercial transaction related to a specific product are prohibited."

– **Greek Law 2251/1994 (Article 9c, paragraph 1)**

1.3 Misleading Information on Product's Nature, Capabilities, and Supplier Identity

"A commercial practice is considered misleading when it contains false information and is thus untruthful, or when, in any way including its overall presentation, it deceives or may deceive the average consumer, even if the information is objectively correct, in relation to one or more of the following elements, and consequently causes or may cause the consumer to take a transactional decision they otherwise would not have taken:

a) the existence or nature of the product;

b) the main characteristics of the product, such as availability, benefits, risks, execution, composition, accessories, after-sales support, complaint handling, method and date of manufacture or supply, delivery, fitness, usage, quantity, specifications, geographical or

commercial origin, expected results, or outcomes and essential characteristics of tests or checks performed on the product;

...

f) the nature, characteristics, and rights of the supplier or its representative, such as identity, assets, qualifications, status, approval, partnership, connection, intellectual property rights ownership, or awards and distinctions;"

– **Greek Law 2251/1994 (Article 9d, paragraph 1, points "a", "b", "f")**

1.4 Misleading Claims of Endorsement & Origin

"The following commercial practices are always prohibited as misleading:

d) Claiming that the supplier, including their commercial practices, or a product is endorsed, certified, or licensed by a public or private entity when it is not, or making a similar claim that does not comply with the conditions of such endorsement, certification, or license.

...

κβ) Promoting a product similar to another offered by a specific manufacturer in a way that deliberately misleads consumers into believing it is made by that specific manufacturer when it is not."

– **Greek Law 2251/1994 (Article 9f, points "d" & "κβ")**

2. Trademark Infringement & Counterfeiting

Relevant Laws: Greek Law 4679/2020

2.1 Unauthorized Use of a Trademark

"...the proprietor of the registered trademark has the right to prohibit any third party from using in the course of trade, without their consent, a sign for goods or services when:

a) the sign is identical to the trademark and is used for goods or services identical to those for which the trademark is registered,

b) the sign is identical or similar to the trademark and is used for goods or services that are identical or similar to those for which the trademark is registered, if there is a likelihood of confusion on the part of the public..."

– **Greek Law 4679/2020 (Article 7, paragraph 3, points "a" & "b")**

2.2 Criminal Liability for Knowing Trademark Infringement

"Anyone who knowingly:

(a) uses a trademark in violation of points (a) or (b) of paragraph 3 of Article 7, or

(b) circulates, possesses, imports, or exports products bearing another's trademark, or offers services under another's trademark...

shall be punished by imprisonment of at least six (6) months and a monetary fine of at least six thousand (6,000) euros."

– **Greek Law 4679/2020 (Article 45, paragraph 1, points "a" & "b")**

3. Dissemination of False Information & Potential Risk to Public Health

Relevant Laws: Greek Law 4855/2021

3.1 Spreading False News Affecting Public Confidence in Public Health

"Anyone who publicly or via the internet disseminates or spreads in any way false news that is capable of causing concern or fear among citizens, or of undermining public confidence in the national economy, the country's defense capability, or public health, shall be punished with imprisonment of at least three (3) months and a monetary fine."

– **Greek Law 4855/2021 (Article 36, paragraph 1)**

4. Offering Potentially Unsafe/Unregulated Products & Lack of Trader Transparency

Relevant Laws: Greek Law 2251/1994; Greek Law 1316/1983; Presidential Decree 131/2003

4.1 Obligation to Market Safe Products & Provide Risk Information

"Paragraph 1: ...Producers are obliged to place on the market only safe products.

Paragraph 3: A product is considered safe if, under normal or reasonably foreseeable conditions of use...it poses no risk or only minimal risks consistent with the product's use, which are deemed acceptable in the context of a high level of protection of the health and safety of persons, taking particularly into account: (a) the characteristics of the product... (c) the presentation of the product, labeling, warnings, and instructions for use and disposal... (d) the categories of consumers exposed to risk..."

– **Greek Law 2251/1994 (Article 7, paragraphs 1 & 3)**

4.2 Illegal Marketing of Unauthorised (Medical) Devices

"A manufacturer, representative, or importer who places pharmaceutical or other products referred to in this law on the market without authorization...shall be punished with a fine...In case of repetition of the violation, the offense is prosecuted criminally and punished by imprisonment of up to one year and a monetary fine... The same penalties apply to any manufacturer, representative, or importer for the manufacture, importation, possession, or distribution of products under the competence of EOF (National Organization for Medicines), carried out in violation of provisions and rules of good manufacturing and distribution practices."

– **Greek Law 1316/1983 (Article 33, paragraph 1, replacing L.D. 96/1973 Art. 19 par. 1)**

4.3 Lack of Clear Trader Identification in Online Commercial Communications

"Commercial communications that constitute an information society service or are part of one must meet the following conditions:

(a) the commercial communication must be clearly identifiable;

(b) the natural or legal person on whose behalf the commercial communication is made must be clearly identifiable;"

– **Presidential Decree 131/2003 (Article 5, points "a" & "b")**

4.4 Omission of Essential Supplier Details in Distance Contracts

"Before the consumer is bound by a distance contract...the supplier shall provide the consumer with the following information in a clear and comprehensible manner:

...

(b) the identity of the supplier, such as their trading name;

(c) the geographical address where the supplier is established, as well as their telephone number and email address..."

– **Greek Law 2251/1994 (Article 3b, paragraph 1, points "b" & "c")**