

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

Case Number: 15518272

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement in question directs users to a website (ottoeu.com) that advertises a "Philips intelligent laser treatment watch (full body scan)". It claims features such as non-invasive blood glucose measurement, laser therapy for blood conditions, uric acid testing, monitoring of heart, kidney, and brain health, and the ability to measure "36 data points...non-invasively and with accuracy." The device is offered at a drastically discounted price of €45.00 (reduced from €399.00). The website fraudulently attributes the product to Philips, a well-known multinational company.

The material promoted by these ads presents several legal issues as well as several strong indicators commonly associated with fraudulent schemes or the promotion of unverified and potentially unsafe products:

1. Misleading Seller Information & Domain: The seller uses a random shopify page to advertise the product which, given the health claims and the currently not commercially available technology, it's highly unlikely to be an official Philips retail channel. There is no clear and verifiable connection between this seller/domain and the official Philips corporation for this product.

2. Unrealistic and Unsubstantiated Medical Claims: The product advertises highly advanced medical capabilities, including "laser therapy" for blood conditions, "non-invasive scanning of the whole body," and accurate non-invasive measurement of 36 different health metrics including blood glucose and uric acid. Such comprehensive and effective non-invasive technologies, particularly laser treatments integrated into a smartwatch, are not widely available as proven, commercially mainstream consumer products. A genuine Philips breakthrough of this magnitude would be accompanied by extensive clinical trials, peer-reviewed scientific publications, and major official announcements which we could not locate.

3. Fraudulent Association with a Reputable Brand: The webpage heavily leverages the reputation of Philips, a globally recognized leader in health technology. However, the nature of the claims, the sales platform, and the pricing strongly suggest this is not a genuine Philips

product. Scammers frequently use the names and branding of reputable companies to deceive consumers. We did a thorough search and were not able to find a commercially available Philips product that matches the product in question.

4. Aggressive Sales Tactics and Extreme Unrealistic Pricing: The massive discount (from €399.00 to €45.00, an 88% reduction) is a classic red flag for scam operations. This extreme price point is entirely inconsistent with the purported advanced medical technology and the reputation of a brand like Philips for a genuine, regulated medical device. Such tactics aim to pressure consumers into making impulsive purchases.

5. Lack of Regulatory Approval: A device making specific medical treatment claims ("laser therapy") and diagnostic claims (accurate non-invasive blood glucose, uric acid, "full body scan" implying diagnostic capabilities) would undoubtedly be classified as a medical device. As such, it would require rigorous testing and marketing authorization from relevant regulatory bodies (e.g., the National Organization for Medicines - EOF in Greece, CE marking under MDR for Europe). The webpage provides no information about such certifications, and a thorough search for such documentation yielded no results. This raises serious concerns about its safety, efficacy, and legality.

Please attach the valid document related to your report:

[Attached PDF]

Please submit the URLs below (max 20):

<https://www.facebook.com/ads/library/?id=1649713012344307>
<https://www.facebook.com/ads/library/?id=1649713012344307>

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; Greek Law 4855/2021

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, Price, 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;

...

d) the price, its calculation method, or the existence of a special advantageous price;

...

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", "d", "f")

1.4 Misleading Claims of Endorsement, Origin, and False Treatment/Cure Claims

"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.

...

κστ) Falsely claiming that a product is able to cure diseases, dysfunctions, or malformations."

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

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")**