

# Facebook TF Report Submission #7 [28/5/2025]

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Case Number: 15519654

## Service:

Facebook Core ▾

## Reporting Reason:

Fraud & Deception ▾

## Please specify your reporting reason(s):

The advertisement in question directs users to a website (aperuse.lol) that advertises a "[12 in 1] The latest Bayer non-invasive smart blood glucose meter".

This device is falsely presented as a product of "Bayer" and claims an extensive list of features including non-invasive measurement of blood glucose, blood pressure, blood oxygen, blood lipids, uric acid, prostate health indicators, kidney function, body temperature, heart rate, liver function, "cancer screening," "laser therapy," and even "online diagnosis and treatment" by experts. It is offered at a very low price with a limited-time offer.

The webpage exhibits numerous legal issues and strong indicators of a scam operation as well as the promotion of an illegal, unverified, and potentially highly unsafe product:

**1. Fraudulent Misrepresentation and Unauthorized Use of a Reputable Brand:** The product is explicitly and falsely marketed as being developed and sold by "Bayer." Both the exaggerated claims, the use of a questionable e-shop domain as well as our own investigation in current commercial products by Bayern suggest this product is not associated with this company. This is a clear attempt to illegally leverage Bayer's reputation for selling the product in question.

**2. Extremely Unrealistic and Unsubstantiated Medical Claims:** The device claims an extraordinary range of non-invasive diagnostic capabilities, including "cancer screening," "prostate health" monitoring, "liver function" tests, "kidney function" tests, "laser therapy," alongside non-invasive blood glucose, lipids, and other vitals. Furthermore, it promises "online diagnosis and treatment" by experts. Such comprehensive, accurate, and non-invasive technologies, especially cancer screening and expert online diagnosis integrated into a consumer smartwatch, are far beyond current validated and commercially available consumer medical technology.

**3. Use of Suspicious and Non-Reputable Domain:** The website is hosted on aperuse.lol. The ".lol" top-level domain is highly unconventional for a legitimate product from a major multinational corporation like Bayer and is frequently associated with ephemeral or suspicious

websites.

**4. Misleading Claims of Certification:** The page states the product has "passed a series of international certifications" and displays an image labeled "证书.jpg" (certificate.jpg). Given the nature of the other claims and the platform, these certifications are highly likely to be fake, manipulated, or irrelevant, similar to those found in other medical device scams like a very similar case of an almost identical promoted device falsely presented as a Samsung Healthineers product (already reported). After a thorough investigation we were not able to find authorizations for such a product by know health organizations, including the relevant authority for certification of such products in Greece (National Organization for Medicines - EOF)

**5. Aggressive Sales Tactics and Unrealistic Pricing:** The combination of a very low price for a device with such purportedly advanced "12-in-1" medical features (including cancer screening and online diagnosis) and a "limited-time offer" ("The offer will be completed in a month") is a classic red flag for scam operations designed to pressure consumers.

**6. Significant Potential Risk to Public Health:** Promoting a device with such extensive and unverified medical claims, including "cancer screening" and "online diagnosis," poses a severe risk. Consumers might delay or forgo proper medical consultation and diagnosis based on false readings or advice from this unproven device, leading to serious adverse health outcomes.

**7. Inconsistent and Contradictory Information:** The page makes bold medical claims while also including a disclaimer stating, "Actual results of this product are determined on an individual basis and there is no guarantee that every user will enjoy the advertised results". Such a disclaimer is contradictory when marketing a device for precise medical measurements and diagnosis.

**Please attach the valid document related to your report:**

[Attached PDF]

**Please submit the URLs below (max 20):**

[https://aperuse.lol/?m=Item&a=show&id=185805&fbclid=IwY2xjawKkKJVleHRuA2FibQIxMABicmlkETFTdm5jTkrdjNDYWJpRjdpAR5KCOGZhQSOv6mmbjcDIrq9S28kxMG0JA3S6bXYnIZ35rPS9wKNHQpi6rihBA\\_aem\\_xueJ5SmwsUQUIY-IOEsiCw](https://aperuse.lol/?m=Item&a=show&id=185805&fbclid=IwY2xjawKkKJVleHRuA2FibQIxMABicmlkETFTdm5jTkrdjNDYWJpRjdpAR5KCOGZhQSOv6mmbjcDIrq9S28kxMG0JA3S6bXYnIZ35rPS9wKNHQpi6rihBA_aem_xueJ5SmwsUQUIY-IOEsiCw)

[https://aperuse.lol/?m=Item&a=show&id=166107&fbclid=IwY2xjawKkKJZleHRuA2FibQIxMABicmlkETFTdm5jTkrdjNDYWJpRjdpAR49nb5OcbC4JeVZ46cpBosfmxQFI07b9SlnEALQj8XzI Vai3r1G2KoWI9AjsQ\\_aem\\_mhIr9h09-GjAurfXORfpOA](https://aperuse.lol/?m=Item&a=show&id=166107&fbclid=IwY2xjawKkKJZleHRuA2FibQIxMABicmlkETFTdm5jTkrdjNDYWJpRjdpAR49nb5OcbC4JeVZ46cpBosfmxQFI07b9SlnEALQj8XzI Vai3r1G2KoWI9AjsQ_aem_mhIr9h09-GjAurfXORfpOA)

[https://ztheory.monster/?m=Item&a=show&id=156135&fbclid=IwY2xjawKkKJpleHRuA2FibQIxMABicmlkETFTdm5jTkrdjNDYWJpRjdpAR42i2hMECm7WONO5gHP1nVOfyQ\\_LIt45sK7DuhTOkAco7f9whdCl\\_YdhwBvLg\\_aem\\_yGzt4qJMaKL6ynx2DmXriA](https://ztheory.monster/?m=Item&a=show&id=156135&fbclid=IwY2xjawKkKJpleHRuA2FibQIxMABicmlkETFTdm5jTkrdjNDYWJpRjdpAR42i2hMECm7WONO5gHP1nVOfyQ_LIt45sK7DuhTOkAco7f9whdCl_YdhwBvLg_aem_yGzt4qJMaKL6ynx2DmXriA)

<https://www.facebook.com/ads/library/?id=1085431536733256>

<https://www.facebook.com/ads/library/?id=1260637922069624>

<https://www.facebook.com/ads/library/?id=1254383290029775>

<https://www.facebook.com/ads/library/?id=674411992225089>

<https://www.facebook.com/ads/library/?id=2284450068619259>

<https://www.facebook.com/ads/library/?id=2454426921604600>

<https://www.facebook.com/ads/library/?id=999814128655257>

<https://www.facebook.com/ads/library/?id=1126726878847553>

## 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, Forgery (implied by "certificates"), & 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, Origin, and Certifications**

"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 Specific Misleading Commercial Practices: False Endorsements, Origin, and Health 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")**