

Facebook TF Report Submission #8 [28/5/2025]

Case Number: 15520344

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement promotes a product named "Gluconax," making extraordinary and unsubstantiated claims about its efficacy in treating and even curing diabetes mellitus and other serious health conditions. The content exhibits multiple legal issues and strong indicators of a fraudulent health product scam:

1. False and Unsubstantiated Miracle Cure Claims: The product is advertised with claims such as "Diabetes is no longer a problem," "ONLY TWO PILLS AND DIABETES WILL NOT BOTHER YOU FOR 10 YEARS!", and "DIABETES DISAPPEARS AFTER 6 DAYS." It also claims to achieve stable blood sugar levels of 4.2-4.5 mmol/l. Such claims of a quick, easy, and permanent cure for diabetes are not scientifically plausible and are hallmarks of fraudulent health products.

2. Unsupported Broad Physiological Effects: Gluconax is claimed to positively affect insulin secretion, restore damaged pancreatic cells, provide "relief from hypertension and cholesterol plaques," and lead to the "regeneration of the structure of the liver and lungs." These are profound medical claims that would require extensive, peer-reviewed clinical trials and regulatory approval, none of which are presented or exist for this product which is a simple supplement. We conducted a thorough review of available science literature on the matter and there is no backing for the medical claims made for this product in the context of curing or even treating any type of diabetes.

3. Misleading Use of Medical Expert Endorsement: The advertisement features an endorsement from "Medical expert Alexis Kritikas, endocrinologist, osteologist, diabetologist, head of the Center for Endocrinology, Diabetology and Osteology and of the Athens University Hospital." The use of a named medical professional with prestigious affiliations to back such extreme claims is highly suspicious and likely either fabricated, a misrepresentation, or an unauthorized use of the expert's identity to lend false credibility.

4. Lack of Scientific Evidence and Regulatory Approval: There is no mention of any credible scientific studies, clinical trial data, or approval from recognized medical regulatory bodies (like the Greek National Organization for Medicines - EOF) to substantiate the

product's safety or its extraordinary therapeutic claims. Products making such potent medical claims would require stringent regulatory assessment.

5. Exploitation of Vulnerable Individuals: The advertisement targets individuals with serious chronic conditions like diabetes, offering false hope of a simple and rapid cure, potentially leading them to abandon or delay proven medical treatments, thereby posing a significant risk to their health and safety.

6. Lack of Transparency: The advertisement does not provide crucial information about the product's full list of ingredients, the manufacturer's identity and legitimate contact details, or any verifiable data to support its claims, which is typical of scam products.

Please attach the valid document related to your report:

[Attached PDF]

Please submit the URLs below (max 20):

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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 Medical/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 Endorsements

"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 Cure Claims and Misleading Endorsements

"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.

...

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

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

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

Relevant Laws: Greek Law 4855/2021

2.1 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)**

3. Offering Potentially Unsafe/Unregulated Products

Relevant Laws: Greek Law 2251/1994; Greek Law 1316/1983

3.1 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)**

3.2 Illegal Marketing of Unauthorised (Medical) Products

"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. (Likely) Lack of Trader Transparency (if sold via typical e-commerce website)

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

4.1 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")**

4.2 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")