

# Facebook TF Report Submission #1 [20/11/2025]

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**Case Number: 20641290**

**Service:**

Facebook Core ▾

**Reporting Reason:**

Fraud & Deception ▾

**Please specify your reporting reason(s):**

The reported ad promotes “DiaFlex Forte” to people with type 2 diabetes with extreme, cure-like promises (preventing heart attack, stroke, kidney failure and blindness, “eliminating complications” and even the “basic cause” of diabetes) and claims of long-term double-blind clinical trials with no side effects, yet provides no verifiable scientific evidence, no marketing authorisation details and not even basic trader identification (company name, address, contact email). The landing page is hosted on a throwaway-style domain and funnels users through a name-and-phone form and cash-on-delivery sales call, while using fear-based messaging about severe diabetic complications to pressure a particularly vulnerable group of patients. This combination of unsubstantiated medical claims, opaque trader identity, and aggressive, fear-driven sales tactics is likely to mislead average users into believing DiaFlex Forte is a clinically validated, authorised treatment for diabetes and its complications, exposing them to both economic detriment and serious public-health risks if it replaces or delays proper medical care.

**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=701990979201388>  
<https://www.facebook.com/ads/library/?id=809552595330011>  
<https://www.facebook.com/ads/library/?id=1354449219662008>  
<https://www.facebook.com/ads/library/?id=26110236101910298>  
[https://eu.mediorabio.space/tLHfm4GF?fbclid=IwY2xjawOL7PFleHRuA2FibQlxMABicmlkETFHRXFqNmRlBDBvaWtHQjYyc3J0YwZhcHBfaWQPNTQxNjM5NDkzODg5MDI1AAEejGPHBRvToYaelzUc8SaJLHdv0RUy5of6BVRvtkMRjHcHpZ09BSW\\_7msFpnk\\_aem\\_5OfU5tJv\\_3fjZ7e\\_xz-0whw](https://eu.mediorabio.space/tLHfm4GF?fbclid=IwY2xjawOL7PFleHRuA2FibQlxMABicmlkETFHRXFqNmRlBDBvaWtHQjYyc3J0YwZhcHBfaWQPNTQxNjM5NDkzODg5MDI1AAEejGPHBRvToYaelzUc8SaJLHdv0RUy5of6BVRvtkMRjHcHpZ09BSW_7msFpnk_aem_5OfU5tJv_3fjZ7e_xz-0whw)

<https://eu.mediorabio.space/tLHfm4GF>

**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. Fraud & Unfair Commercial Practices (unsubstantiated ‘cure’ claims for diabetes; exploitation of vulnerable patients; deceptive sales funnel)**

Relevant laws: Greek Law 4619/2019 (Penal Code); Greek Law 2251/1994 (Consumer Protection)

**1.1 General fraud by misrepresentation for unlawful financial gain**

The ad knowingly presents false facts as true (“eliminates complications”, removes the “basic cause” of diabetes, prevents heart attacks, blindness, etc.) and unlawfully conceals true facts (absence of authorisation, real efficacy/safety data), in order to induce diabetic patients to purchase the product, causing property damage for the unlawful financial benefit of the supplier.

**- Greek Law 4619/2019, Art. 386(1)**

**1.2 Fraudulent inducement of damage**

Even where individual amounts are smaller, persuading consumers—through false representations and concealment of material facts—to act (placing an order / accepting COD delivery) and thereby suffer financial loss constitutes “fraudulent inducement of damage”.

**- Greek Law 4619/2019, Art. 389**

### **1.3 Overall prohibition of unfair commercial practices**

Any unfair practice adopted before, during, or after a commercial transaction relating to a product is prohibited. Aggressively marketing DiaFlex Forte with cure-like promises to a particularly vulnerable group (people with type 2 diabetes) in a way that distorts their economic behaviour falls under this general prohibition.

#### **- Greek Law 2251/1994, Art. 9c(1)–(4)**

### **1.4 Misleading actions about the nature, characteristics and origin of the product, expected results, and trader identity**

The practice is misleading because it deceives (or is likely to deceive) the average consumer about:

- the existence/nature of the product and its main characteristics (claimed ability to “eliminate complications”, prevent myocardial infarction, stroke, kidney failure, neuropathy, blindness, etc., and to act on the “root cause” of diabetes);
- the extent of the supplier’s commitments and the nature of the sales procedure (implied long-term double-blind trials, “no side-effects” etc. without evidence);
- the nature/identity and approval/status of the supplier, as no proper identification, address or authorisation details are provided.

These misleading claims cause or are likely to cause consumers to take transactional decisions (ordering DiaFlex Forte) they would not otherwise take.

#### **- Greek Law 2251/1994, Art. 9d(1)(a), (b), (c), (f)**

### **1.5 Misleading omissions – hidden trader identity and missing essential pre-contractual information**

The commercial communication and landing page omit essential information required for an informed decision, including:

- the identity and geographical address of the trader;
- basic contact details;
- clear information on total price and delivery/payment arrangements;
- information on legal guarantees and withdrawal rights.

Such omissions, especially where the commercial intent is not clearly and transparently identified, constitute misleading omissions.

#### **- Greek Law 2251/1994, Art. 9e(1)–(5)**

### **1.6 Black-list misleading practices (always prohibited) – false health claims and fear-based pressure**

The ad appears to fall under several per se prohibited misleading practices, including:

- Falsely claiming a product can cure diseases, dysfunctions or malformations: the ad presents DiaFlex Forte as able to “eliminate complications”, act on the “basic cause” of diabetes and prevent severe outcomes (heart attack, stroke, blindness, kidney failure) in a cure-like manner.
- Making substantially inaccurate claims about risks to personal safety if the product is not purchased: the creative uses highly emotional, fear-based messaging about amputations, blindness and death to push patients into immediate purchase decisions.

Such practices are always illegal regardless of their concrete impact on individual consumers.

- **Greek Law 2251/1994, Art. 9f(κα), 9f(κστ)**

## **2. Illegal Offer of Medicinal Products & Risk to Public Health (unapproved treatment marketed as disease modifier/cure)**

Relevant laws: Greek Law 1316/1983 (EOF – medicinal products); Greek Law 2251/1994 (Consumer Protection)

### **2.1 Marketing medicinal products without authorisation**

By advertising DiaFlex Forte as a product that treats/”cures” diabetes and its complications, the supplier is effectively marketing a medicinal product (due to its claimed therapeutic indications) without providing any evidence of marketing authorisation from EOF. Manufacturing, importing, possessing or distributing products within EOF’s remit in violation of the rules on authorisation and good manufacturing/distribution practices is punishable by administrative and criminal sanctions.

- **Greek Law 1316/1983, Art. 33(1)–(3), (5), (6)**

### **2.2 Obligation to place only safe products on the market**

Producers may place on the market only safe products. A product that is promoted as a treatment for a serious chronic disease, with claims of eliminating complications and underlying causes, but without demonstrated safety/efficacy, proper labelling or warnings, and without a legitimate authorisation framework, does not meet the general product safety requirement—especially given the vulnerable target group (patients with diabetes).

- **Greek Law 2251/1994, Art. 7(1)–(3), (5)–(7), (9)–(10)**

## **3. E-Commerce Transparency & Hidden Trader Identity (distance selling via off-platform domain without basic disclosures)**

Relevant laws: Presidential Decree 131/2003 (e-commerce); Greek Law 2251/1994 (Consumer Protection)

### **3.1 Mandatory identification in commercial communications**

Commercial communications that are information society services must:

- be clearly identifiable as commercial communications, and
- clearly identify the natural or legal person on whose behalf they are made;
- present the terms of any offers (discounts, gifts, etc.) clearly and accessibly.

The DiaFlex Forte landing page fails to clearly identify the trader behind the ad or provide basic company information, while functioning as a commercial communication and sales funnel, violating these transparency obligations.

**- Presidential Decree 131/2003, Art. 5(a)–(d)**

**3.2 Information duties in distance contracts / invitations to purchase**

Before binding the consumer in a distance contract, the supplier must provide clear information, including:

- identity and trading name;
- geographical address and contact details (telephone, email);
- total price (including taxes and delivery costs) or method of calculation;
- arrangements for payment, delivery and performance;
- existence/conditions of any withdrawal right;
- reminder of legal guarantees.

The DiaFlex Forte page collects consumer data (name, phone) and initiates COD sales without providing these mandatory disclosures, amounting to a breach of distance-selling information obligations and, in combination with the above, a misleading omission.

**- Greek Law 2251/1994, Art. 3b(1)(a)–(j), (ib)–(if)**

**4. Illegal Practices under Consumer Protection Law – Targeting a Particularly Vulnerable Group (diabetics)**

Relevant laws: Greek Law 2251/1994 (Consumer Protection)

**4.1 Exploitation of vulnerable consumers**

Commercial practices that materially distort the economic behaviour of a clearly identifiable group of particularly vulnerable consumers (here: people with type 2 diabetes, often elderly or with serious health anxieties) are assessed from the standpoint of the “average member” of that group. By using fear-based messaging about severe diabetic complications, promising a “solution” that removes the basic cause of the disease and “eliminates complications”, and by omitting basic trader information, the practice exploits this vulnerability and materially distorts their economic behaviour.

- Greek Law 2251/1994, Art. 9c(3)