

# Facebook TF Report Submission #1 [29/6/2025]

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Case Number: 18264013

## Service:

Facebook Core ▾

## Reporting Reason:

Fraud & Deception ▾

## Please specify your reporting reason(s):

The reported content promotes a product named "Nano Slim," making extraordinary and unsubstantiated claims about its efficacy for rapid and effortless weight loss by manipulating the body's metabolism. 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 "YOU HAVEN'T LOST WEIGHT LIKE THIS BEFORE" and that it initiates fat-burning "from the first 45 minutes after use." It claims to force the body into ketosis, a complex metabolic state, almost instantly (in 45 minutes versus the typical 7-10 days). No peer-reviewed data, clinical trials, or regulatory authorisations are offered to support these extraordinary claims, nor any were located upon search, hallmarks of deceptive weight-loss products.
- 2. Unsupported Broad Physiological Effects:** "Nano Slim" is claimed to fundamentally alter the body's primary energy source from carbohydrates to fat, accelerate metabolism, and support the immune system. The advertisement presents a "case study" of a patient named Anna who allegedly lost 34 kg with a dramatic change in her ketone levels, presented as factual evidence of the product's effectiveness. These are profound medical and metabolic claims that would require extensive clinical data and regulatory oversight, none of which is presented.
- 3. Fabricated Medical Expert Endorsement:** The advertisement features a detailed endorsement from "Michalis Panagiotou: Clinical Dietician-Nutritionist" lending it an air of authority. This endorsement is fabricated. The individual "Michalis Panagiotou" could not be located as a registered professional with these credentials. Furthermore, a reverse image search confirms that the photograph used is a generic stock image of a doctor that appears on multiple other websites under different names. This is a deliberate deception intended to manufacture false credibility.
- 4. Lack of Scientific Evidence and Regulatory Approval:** There is no reference to any

credible scientific studies, clinical trial data, or approval from recognized medical regulatory bodies (like the Greek National Organization for Medicines - EOF). The website includes a deceptive disclaimer stating that because it is a "herbal" product, it does not require EOF approval. This is misleading, as any product making specific, potent health and therapeutic claims, regardless of its origin, falls under strict regulatory scrutiny for those claims.

5. **Exploitation of Vulnerable Individuals:** The advertisement targets individuals struggling with weight management and body image issues, offering false hope of a simple, rapid, and effortless solution. This exploits their vulnerability and may lead them to purchase an ineffective and potentially unsafe product, while also discouraging them from seeking legitimate, evidence-based advice from qualified healthcare professionals.
6. **Lack of Transparency:** The advertisement fails to provide a full and verifiable list of ingredients, the manufacturer's legitimate identity and contact details, or any data to support its claims, which are all hallmarks of fraudulent product scams.

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

[\[Attached PDF\]](#)

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

1. <https://www.facebook.com/ads/library/?id=1358645908539294>
2. <https://www.facebook.com/ads/library/?id=1214324849962964>
3. <https://www.facebook.com/ads/library/?id=710372418252175>
4. <https://www.facebook.com/ads/library/?id=1456272938867287>
5. <https://www.facebook.com/ads/library/?id=573339592484893>
6. <https://www.facebook.com/ads/library/?id=1370488167558231>
7. <https://www.facebook.com/ads/library/?id=1018564380450386>
8. <https://www.facebook.com/ads/library/?id=728173153219874>
9. <https://www.facebook.com/ads/library/?id=4029337214051713>
10. <https://www.facebook.com/ads/library/?id=1322918135441614>
11. <https://www.facebook.com/ads/library/?id=1220695212311813>

12. <https://www.facebook.com/ads/library/?id=672034595715882>
13. <https://www.facebook.com/ads/library/?id=669985919527116>
14. [https://akella.buzz/YFz5gp5T?fbclid=IwY2xjawLOB2FleHRuA2FibQlxMABicmlkETFP\\_UWxRUUU1aGo4ckQzVTdNAR4EewXnddKCV1yVONFpvuexN0W-Eikq9852ccqbeO\\_Y0BNj2eTZdIVdgC\\_xRJg\\_aem\\_5SEncLGzZZkMs-5LZ3XAbw](https://akella.buzz/YFz5gp5T?fbclid=IwY2xjawLOB2FleHRuA2FibQlxMABicmlkETFP_UWxRUUU1aGo4ckQzVTdNAR4EewXnddKCV1yVONFpvuexN0W-Eikq9852ccqbeO_Y0BNj2eTZdIVdgC_xRJg_aem_5SEncLGzZZkMs-5LZ3XAbw)

## 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 Endorsements**

"A commercial practice is considered misleading when it contains false information... it deceives or may deceive the average consumer... in relation to one or more of the following elements...:

(a) the existence or nature of the product;

(b) the main characteristics of the product, such as... benefits... expected results, or outcomes...

(f) the nature, characteristics, and rights of the supplier or its representative, such as... qualifications, status, approval... or awards and distinctions;"

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

### **1.4 Specific Prohibited Misleading Commercial Practices**

"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..."

...

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

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

### **1.5 Use of False or Unverified Consumer Reviews/Testimonials**

"When suppliers provide consumer product reviews, they must disclose whether and how they verify the authenticity of those reviews."

- **Greek Law 2251/1994 (Article 9e, paragraph 6)**

"λγ) Claiming product reviews are submitted by consumers who have actually used or purchased the product, without taking reasonable and proportionate steps to verify that the reviews originate from such consumers."

"λδ) Submitting, or commissioning another person or legal entity to submit, false consumer reviews or endorsements, or distorting consumer reviews or endorsements to promote products."

- **Greek Law 2251/1994 (Article 9f, points "λγ" and "λδ")**

## **2. Dissemination of False Information & Risk to Public Health**

*Relevant Law: 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... 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. Violation of Laws on Consumer Health and Safety**

*Relevant Law: Greek Law 2251/1994*

### **3.1 Obligation to Place Only Safe Products on the Market**

"For the application of this article, the definitions of producer and distributor are those set out in Ministerial Decision Z3-2810/2004 (B'1885). Producers are obliged to place on the market only safe products."

"A product is considered safe if, under normal or reasonably foreseeable conditions of use—including duration, commissioning, installation, and maintenance—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, especially its composition, packaging, assembly instructions, installation, and maintenance;

(b) the product's effects on other products, where it is reasonably foreseeable that it will be used together with other products;

(c) the presentation of the product, labeling, warnings, and instructions for use and disposal, as well as any other information relating to the product;

(d) the categories of consumers exposed to risk from the use of the product, particularly minors and the elderly."

**- Greek Law 2251/1994 (Article 7, paragraph 1 & 3)**