

Facebook TF Report Submission #10

[27/11/2025]

Case Number: 20739943

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement promotes a device presented as a “Non-invasive Omron blood glucose meter” that allegedly measures and even treats a wide range of serious health conditions (diabetes, cardiovascular issues, kidney function, prostate problems, even “cancer detection”) with extreme accuracy in just a few seconds. The website and Facebook ads exhibit multiple legal issues and strong indicators of a fraudulent and dangerous health-related scam device:

1. False and unsubstantiated diagnostic and therapeutic claims:

The device is advertised as a “revolutionary non-invasive blood glucose meter” that measures blood sugar, blood pressure, blood lipids, oxygen saturation, uric acid, heart rate, body temperature, liver and kidney function, prostate status and even “cancer detection,” as well as offering “laser blood sugar therapy.” It also claims 99–99,99% accuracy with results in 5 seconds and complete, multi-organ “cardiopulmonary and renal examination.” Such multi-parameter, non-invasive, near-perfect diagnostic and therapeutic performance is not supported by current medical technology and is characteristic of fraudulent health devices.

2. Pseudoscientific mechanism and implied treatment of disease:

The site claims that the device “introduces a large number of photons into the blood, which are absorbed by red blood cells and converted into internal energy, restoring and improving the normal function of sugar absorption” and “reducing blood sugar and blood viscosity,” and in another “style” it explicitly promises “blood sugar therapy with laser.” These descriptions are pseudoscientific, do not correspond to recognised medical mechanisms, and implicitly present the device as a treatment for diabetes and related conditions without any evidence.

3. Misleading claims of multi-disease screening and cancer/prostate checks:

The ads and product page repeatedly state that the device can perform “cardiopulmonary examination,” “kidney examination,” “prostate examination,” “cancer detection,” as well as complete lipid profiling and detection of hyperuricemia, all non-invasively and instantly. Presenting a simple consumer gadget as a substitute for complex diagnostic tests (laboratory

blood tests, imaging, specialist examinations, biopsies, etc.) is extremely misleading and potentially dangerous, as it may lead users to believe they have ruled out or detected serious diseases without proper medical evaluation.

4. Misleading references to medical endorsement and institutional credibility:

The Facebook ads claim that this latest “8-in-1 Omron” meter is “recommended by medical journals and major hospitals” and present it as the “perfect gift” endorsed by the medical community. The website emphasises Omron’s global sales, workforce and philanthropic activities to create an impression of official backing and social responsibility. However, no verifiable references, links or documentation to such medical endorsements or institutional approvals are provided, raising a strong suspicion of fabricated or grossly exaggerated endorsements and misuse of a well-known brand name to lend false credibility.

5. Lack of scientific evidence, regulatory information and CE/EOF details:

The product page does not provide any clinical trial data, peer-reviewed studies, CE marking details under the EU Medical Device Regulation (MDR), device classification, notified body, registration with competent authorities or approval by the Greek National Organization for Medicines (EOF) or other EU regulators. A device claiming to diagnose or monitor multiple serious diseases, and even provide “laser therapy,” would require rigorous clinical evaluation and regulatory authorisation, none of which are disclosed. The absence of such mandatory information is a major red flag and suggests potential illegal marketing of a non-compliant medical device.

6. Exploitation of vulnerable patients with serious chronic diseases:

The ads explicitly target people with diabetes (“say goodbye to blood draws, just place the meter to measure,” “the latest Omron non-invasive glucose meter”) and other chronic conditions (cardiovascular disease, kidney disease, prostate problems, hyperuricemia, cancer). By promising painless, simple and extremely accurate monitoring and even therapeutic benefits, the promotion risks inducing vulnerable patients to rely on this device instead of following evidence-based treatment and proper medical monitoring, thereby exposing them to serious health risks (e.g. mis-dosing insulin based on false readings, delaying diagnosis of cardiovascular or oncological diseases).

7. Lack of transparency about manufacturer, origin and contact details:

The order page only contains a generic form (name, phone number, address, COD payment) and generic “About us / Contact / FAQ” links, without any clear, verifiable information about the legal entity responsible for the device (company name, address, country of establishment, registration number, EU representative, etc.). There is no clear indication of where the product is manufactured, no serial or batch numbers, and no proper instructions for use, warnings or contraindications. This opaque setup is typical of scam operations aiming to be untraceable to consumers and authorities.

8. Aggressive and manipulative sales tactics typical of scams:

The website uses “limited time offer,” “62% OFF,” “one per person,” strong urgency language, and a narrative that Omron will “use the income for charitable purposes” to pressure users into quick purchases and to disarm critical thinking. Combined with cash-on-delivery and the lack of verifiable corporate identity, these are common features of fraudulent commercial schemes exploiting trust and urgency to secure unlawful financial gain.

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=1362837255486820>
<https://www.facebook.com/ads/library/?id=1891408638254403>
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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 Penal Code (Law 4619/2019); Greek Law 2251/1994; Directive 2005/29/EC (Unfair Commercial Practices Directive)

1.1 General Fraud by Misrepresentation of Facts for Financial Gain

"Fraud is committed by knowingly presenting untrue facts as true or concealing true facts to induce another to act, causing pecuniary damage."

- Greek Penal Code (Law 4619/2019), Article 386(1)

1.2 Overall Prohibition of Unfair Commercial Practices

"Unfair commercial practices adopted before, during or after the commercial transactions related to a specific product shall be prohibited."

- Greek Law 2251/1994 on Consumer Protection, Article 9c(1)

1.3 Misleading Business-to-Consumer Commercial Practices at EU Level

"This Directive applies to unfair business-to-consumer commercial practices, in particular misleading practices as defined in Articles 6 and 7."

- Directive 2005/29/EC on Unfair Commercial Practices, Article 5 in conjunction with Articles 6-7

2. Misleading and Non-compliant Medical Device Advertising

Relevant Laws: Regulation (EU) 2017/745 on Medical Devices (MDR)

2.1 Prohibition of Misleading Claims About Medical Devices

"In labelling and advertising, it is prohibited to use text or signs that may mislead users regarding a device's intended purpose, safety or performance."

- Regulation (EU) 2017/745 on Medical Devices, Article 7

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

Relevant Laws: Greek Law 4855/2021 (amending Article 191 of the Penal Code)

3.1 Spreading Fake News Capable of Undermining Public Confidence in Public Health

"Anyone who publicly or via the internet spreads fake news causing concern or fear or undermining public confidence in public health shall be punished."

- Greek Law 4855/2021, Article 36 (replacing Article 191 of the Penal Code on dissemination of false news)

