

Facebook TF Report Submission #12

[27/11/2025]

Case Number: 20740030

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement promotes a product presented as a “Philips 11-in-1 non-invasive laser blood glucose meter / multifunction health detector”, making extraordinary and unsubstantiated claims about its ability to perform multiple complex medical measurements non-invasively (including blood glucose, uric acid, blood lipids, kidney and lung function, prostate examination and more) with “up to 99% accuracy”. The content exhibits multiple legal issues and strong indicators of a fraudulent and unsafe medical device / health product scam:

1. False and unsubstantiated claims of multi-parameter medical diagnostics with a simple home gadget:

The website and the social media ad claim that a small, inexpensive device can, just by placing a finger on a laser sensor, provide “11-in-1 non-invasive measurements: glucose, blood oxygen, uric acid, heart rate, blood pressure, lipids, cardiopulmonary function, kidney function, sleep, prostate, online medical consultation” and that it offers a “complete picture of your health at any time”. It also refers to “electronic diagnosis and treatment”. In reality, parameters such as serum uric acid, blood lipids, kidney function indices or PSA for the prostate require specific laboratory tests and clinically validated equipment. There is no credible evidence or regulatory documentation that this specific consumer device can accurately and reliably perform all these measurements non-invasively as claimed. Such sweeping diagnostic claims are scientifically implausible for a single cheap gadget and are characteristic of fraudulent medical devices.

2. Misleading and scientifically implausible non-invasive glucose measurement claims:

The product is marketed as a “Philips non-invasive laser glucometer” that “requires no blood sampling”, promises that you “just place your finger and get a result in 3 seconds”, and advertises “blood glucose measurement accuracy up to 99%” based on a red laser of 650 nm / 5 mW. Current scientific and clinical evidence shows that non-invasive glucose monitoring remains technically challenging and experimental, with important limitations in accuracy and reliability. Claiming near-perfect (99%) accuracy, fully replacing invasive blood-based

glucometers with a simple laser finger device, without presenting any clinical trials, validation data or regulatory approvals, is misleading and unsupported. These claims can give patients with diabetes a dangerous false sense of security regarding their glucose control.

3. Misleading use and probable impersonation of well-known medical brands (Philips/Bayer):

The product is repeatedly described as an official “Philips Healthcare” device (“Philips Healthcare is the top division of the Dutch medical technology company Philips”) and the graphics and wording are designed to imitate official Philips marketing. In another part of the ad text the promotion is suddenly attributed to “Bayer”, claiming that “Bayer starts promotions” for this non-invasive glucometer at a large discount. This inconsistent branding, coupled with the absence of verifiable manufacturer identity and the lack of any reference to the device in the official Philips or Bayer medical device catalogues, strongly suggests unauthorized use of well-known trademarks and a deceptive attempt to pass off a generic, unregulated product as coming from reputable manufacturers.

4. Lack of regulatory approval and basic medical device transparency:

The product is clearly presented and used as a medical device (glucometer and multi-parameter health monitor), yet the advertisement and the landing page do not provide essential regulatory information: there is no clear indication of the legal manufacturer and its full corporate name and address, no identification of an EU-based authorized representative, no visible CE marking details or conformity assessment information under EU medical device rules, no reference to notified bodies or registration with the Greek National Organization for Medicines (EOF) or other competent authorities. Devices that claim to perform diagnostic measurements for serious conditions (diabetes, kidney disease, prostate disease, cardiovascular diseases) must comply with strict EU and Greek medical device legislation and general product safety rules. Marketing such a device to consumers without demonstrating conformity and regulatory oversight is a serious red flag and suggests an illegal offer of a non-compliant or counterfeit medical product.

5. Exploitation of vulnerable individuals with diabetes and other chronic conditions:

The ad explicitly targets people with diabetes and older adults (“the best gift for middle-aged and elderly people”), using alarmist language about the risks of diabetes, cardiovascular diseases, kidney damage and prostate disease, and then implying that regular use of this 11-in-1 device will allow them to detect and control these problems at home. By overstating the capabilities and accuracy of the device, the advertisement may lead vulnerable patients to rely on inaccurate readings for important therapeutic decisions (e.g. insulin dosing, adjustment of medications, delay or avoidance of medical visits or laboratory tests). This poses a tangible risk to their health and safety and constitutes exploitation of a vulnerable group through misleading health-related claims.

6. Lack of transparency about the trader and key contractual information:

The website emphasizes “cash on delivery”, “free shipping”, “3-year warranty” and “14 days return without reason”, but fails to clearly and prominently disclose the legal identity of the trader (company name), its geographic address, and verifiable contact details, as required for distance contracts. The “contact us” section and the generic after-sales text are vague and do not identify a responsible economic operator in Greece or the EU. The combination of aggressive promotion, strong medical claims, use of big-brand names (Philips/Bayer), and an almost anonymous seller is typical of scam operations and makes redress or enforcement for

affected consumers extremely difficult.

7. Use of urgency and scarcity tactics to pressure consumers:

The advertising repeatedly describes the offer as a “limited-time promotion”, claims that the price was originally 120–150€ and is now 60€ for a short time, and highlights “limited quantities” in order to push users into a rushed purchase. These scarcity and “flash sale” tactics, combined with unverified medical claims and brand impersonation, are characteristic of unfair commercial practices designed to distort consumers’ economic behaviour and induce hasty decisions without adequate time to verify the legitimacy and safety of the product.

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 and 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; if the damage caused is particularly significant, imprisonment of at least three (3) months and a monetary penalty shall apply. If the total damage exceeds one hundred twenty thousand (120,000) euros, incarceration of up to ten (10) years and a monetary penalty shall be imposed."

- 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 actions in commercial practices

"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 in either case causes or is likely to cause the average consumer to take a transactional decision they otherwise would not have taken (...), including: the existence or nature of the product; its main characteristics such as availability, benefits, risks, execution, composition, accessories, after-sales customer service and complaint handling, method and date of manufacture or delivery, fitness for purpose, usage, quantity, specification, geographical or commercial origin, results to be expected from its use, or the results and essential characteristics of tests or checks performed on the product (...)."

- Greek Law 2251/1994 (Article 9d, paragraph 1)

1.4 Misleading commercial practices always prohibited – imitation of a specific manufacturer

"The following commercial practices are always prohibited as misleading: (...) 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."

- Greek Law 2251/1994 (Article 9f, point κβ – Annex I of Directive 2005/29/EC)

1.5 Misleading commercial practices always prohibited – claiming legality when not legally saleable

"The following commercial practices are always prohibited as misleading: (...) stating or otherwise creating the impression that a product can be legally sold when it cannot."

- Greek Law 2251/1994 (Article 9f, point θ – Annex I of Directive 2005/29/EC)

2. Unsafe and/or illegal health/medical products – general product safety and medical devices

Relevant laws: Greek Law 2251/1994; Law 4512/2018; Regulation (EC) 765/2008; Greek Law 1316/1983

2.1 General product safety – health and safety of consumers

"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; (...) (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, paragraphs 1–3, as transferred by Article 104, Law

4512/2018)

2.2 CE marking and surveillance of non-compliant products

"The competent authorities (...) check whether products placed on the market are safe. (...) The general principles for affixing the CE marking are provided in Article 30 of Regulation (EC) 765/2008. The CE marking is affixed only to products for which it is required. Authorities check the proper use of CE marking and take appropriate measures in cases of misuse. If the CE marking is affixed to products for which it is not required, the competent authority for general product safety may temporarily prohibit the product's marketing or withdraw it from the market, imposing sanctions under Article 13a. The product may be re-marketed only if it complies with the law."

- Greek Law 2251/1994 (Article 7, paragraph 11a; Regulation (EC) 765/2008, Article 30)

2.3 Unauthorized placing on the market of products under EOF competence

"A manufacturer, representative, or importer who places pharmaceutical or other products referred to in this law on the market without authorization, or after its expiry, revocation, or during its suspension, shall be punished with a fine up to 1,000,000 drachmas. (...) 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)

3. Insufficient information about the trader and distance-selling obligations **Relevant laws: Presidential Decree 131/2003; Greek Law 2251/1994**

3.1 Mandatory identification of commercial communications and traders

"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; (c) offers, such as discounts, premiums, and gifts, to the extent they are permitted, must be clearly identifiable, access to the terms under which one can benefit from the offers must be easy, and the terms must be presented clearly and precisely; (d) promotional competitions or games, to the extent they are permitted, must be clearly identifiable, access to the conditions for participation must be easy, and the conditions must be presented clearly and precisely."

- Presidential Decree 131/2003 (Article 5)

3.2 Information requirements for distance contracts and online sales

"Before the consumer is bound by a distance contract, an off-premises contract, or any corresponding offer, the supplier shall provide the consumer with the following information

in a clear and comprehensible manner: (a) the main characteristics of the goods or services, to the extent appropriate in relation to the medium and the goods or services; (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. Additionally, when the supplier provides other online communication means that ensure the consumer can retain any written communication with the supplier on a durable medium, including the date and time of such communication, the information shall also include details about these other means. (...) (d) if different from the address provided under point (c), the geographical address of the supplier's business premises (...) to which the consumer can direct any complaints."

- Greek Law 2251/1994 (Article 3b, paragraph 1, points a–d)

4. Trademark and brand infringement (use of Philips/Bayer identity)

Relevant laws: Greek Law 4679/2020

4.1 Claims for infringement of a registered trademark

"Anyone who, in violation of Articles 7, 8, or 10, uses or otherwise infringes a trademark belonging to another may be sued for cessation of the infringement and prevention of future infringements."

- Greek Law 4679/2020 (Article 38, paragraph 1)

5. Dissemination of false information with potential impact on public health

Relevant laws: Greek Law 4855/2021

5.1 Dissemination of false news capable of undermining 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)