

# Facebook TF Report Submission #2 [04/10/2025]

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**Case Number:** 19963680

**Service:**

Facebook Core ▾

**Reporting Reason:**

Fraud & Deception ▾

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

The sponsored Facebook post (“Ceridwen Eira demnufi 6683”) uses fear-based health claims (“cloudy urine — and prostate cancer is one step away!”) to lure users to an off-platform ‘advertorial’ for a product called “CholestOff.” The landing page then makes extraordinary, unsubstantiated medical promises (e.g., “regulates blood pressure within 6 hours,” “removes vascular clots 90%,” “reduces arrhythmia 99%,” “effective for grades 1–3 hypertension,” “suitable for all ages”) and urges Greek users to submit name and phone number to purchase.

- Bait-and-switch deception: the ad purports to show a “prostate” remedy/recipe but redirects to a hypertension product sales page.

- False medical efficacy & ‘miracle cure’ claims: sweeping therapeutic assertions about rapid BP control, clot removal, and multi-system benefits without credible clinical evidence or regulatory authorization.

- Fabricated authority & testimonials: a supposed doctor endorsement (“Doç. Dr. Rıza...”) and anecdotal “patient” stories presented as proof, alongside dubious “survey results” (e.g., “100% normalization”). The images of doctors presented as “expert opinions” are fake and sourced from stock image websites.

- Manipulated urgency & scarcity: repeated “50% discount,” countdown-style “13 pieces left,” and “today’s orders: 3,567” to pressure immediate decisions.

- Lack of transparency & consumer information: the page targets Greece but prices are in TRY, trader identity appears only as a Hong Kong mailbox, and key distance-selling information is missing/unclear; the advertorial format further blurs editorial vs. advertising.

- Risk to public health: hypertensive users may be misled to delay or abandon medically indicated treatment, exposing them to serious harm.

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

[Attached PDF]

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

[https://5tr.cholestoff.cc/azzsjTxrqn/YqoF9Iof17s6IJW/?esub=-7EBRQCgQAAHeLdANgAwYDII sDMJs3vGYB2QYAAw-VUOFoEQ0aEQ0iEQ1CEQ1aA0dSB25sMn9hZGNvbWJv\\_1J0UVRW QURwAANKYw&rid=-7EBNQCgQAAHBgAwYABgEBEREKEQkKEQ1CEQ0SAAF\\_YWRjb21i bwEx&site\\_option=0](https://5tr.cholestoff.cc/azzsjTxrqn/YqoF9Iof17s6IJW/?esub=-7EBRQCgQAAHeLdANgAwYDII sDMJs3vGYB2QYAAw-VUOFoEQ0aEQ0iEQ1CEQ1aA0dSB25sMn9hZGNvbWJv_1J0UVRW QURwAANKYw&rid=-7EBNQCgQAAHBgAwYABgEBEREKEQkKEQ1CEQ0SAAF_YWRjb21i bwEx&site_option=0)  
<https://www.facebook.com/ads/library/?id=2366032703793467>  
<https://www.facebook.com/ads/library/?id=1582091689428632>

**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 unfair commercial practices (deceptive health advertising; bait-and-switch; fabricated authority).**

**1.1 General fraud by misrepresentation for unlawful 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...”

**- 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 about product characteristics and trader identity/endorsement:**

a practice is misleading when it deceives about (a) the existence or nature of the product; (b) its main characteristics, expected results or outcomes; (f) the identity, status, approval, partnership or connection of the supplier.

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

and

when it creates confusion with competitors' identifiers.

- **Article 9d, paragraph 2, point a**

## **1.4 Always-prohibited misleading commercial practices (black list):**

### **1.4.1 Claiming endorsement/certification when it is not held or not compliant with conditions.**

- **Greek Law 2251/1994 (Article 9f, point d)**

### **1.4.2 Inviting purchase and then refusing/steering to a different product (bait-and-switch).**

- **Greek Law 2251/1994 (Article 9f, point f)**

### **1.4.3 Falsely claiming very limited availability or special terms to pressure immediate decisions.**

- **Greek Law 2251/1994 (Article 9f, point g)**

### **1.4.4 Falsely representing oneself as a consumer.**

- **Greek Law 2251/1994 (Article 9f, point λ)**

## **1.5 False medical cure claims:**

“Falsely claiming that a product is able to cure diseases, dysfunctions, or malformations.”

- **Greek Law 2251/1994 (Article 9f, point κστ).**

## **2. Fabricated testimonials and inauthentic reviews.**

**2.1 When suppliers provide product reviews, they must disclose whether and how they verify authenticity.**

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

**2.2 It is always prohibited to claim reviews come from real consumers without verification or to submit/commission false consumer reviews or endorsements.**

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

Illegal offer and marketing of a medicinal product without authorization; product safety.

**3.1 Placing products under EOF competence on the market without the required authorization (or outside its terms) is sanctionable, with criminal liability for repeated violations.**

**- Greek Law 1316/1983 (Article 33, paragraph 1).**

**3.2 Producers may place on the market only safe products; safety assessment includes presentation, labeling, instructions, and the vulnerability of exposed consumer groups.**

**- Greek Law 2251/1994 (Article 7, paragraphs 1 and 3).**

**4. Misleading omissions and e-commerce transparency for distance sales/lead capture.**

**4.1 Online commercial communications must be clearly identifiable and the person on whose behalf they are made must be clearly identifiable; offer terms must be clear and easily accessible.**

**- Presidential Decree 131/2003 (Article 5, points a-d).**

**4.2 Before a consumer is bound by a distance contract, the supplier must provide, in a clear and comprehensible manner, their identity and geographic address, contact methods, total price including taxes/charges, payment and delivery arrangements, and information on withdrawal rights; withholding or obscuring such information constitutes a misleading omission.**

**- Greek Law 2251/1994 (Article 3b, paragraph 1; Article 9e, paragraphs 1-5).**

**5. Dissemination of false information capable of undermining public health.**

**5.1 The ad's claims that a supplement normalizes blood pressure within hours and removes clots may cause dangerous treatment delays.**

“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).**