Facebook TF Report Submission #3 [22/12/2025]

Case Number: 21099866

Service:

Facebook Core

Reporting Reason:

Fraud & Deception

Please specify your reporting reason(s):

The advertisement promotes an alleged “[11-in-1] non-invasive multifunctional blood glucose meter” branded as “Bayer,” making extraordinary and unsubstantiated claims about its ability to non-invasively measure, monitor and even “diagnose and treat” multiple serious health parameters. The content exhibits multiple legal issues and strong indicators of a fraudulent, unsafe medical device / health-tech scam:

1. **False and Unsubstantiated Diagnostic & Accuracy Claims**:
The website and Facebook ads claim that the device can provide *painless*, *non-invasive* measurement of blood glucose and ten additional parameters (blood pressure, blood oxygen, uric acid, blood lipids, heart rate, cardiopulmonary health, kidney function, body weight, sleep quality, plus “online diagnosis and treatment”) simply by wearing the device, with “results in 5 seconds” and “accuracy up to 99–99.99%.” Such claims are scientifically implausible for a consumer wearable and far exceed what is currently achievable with validated medical devices. Non-invasive continuous glucose monitoring and assessments of kidney function or cardiopulmonary status require complex, regulated diagnostic technology and clinical validation, which is not provided here. Presenting this bracelet as a near-perfect, multi-parameter diagnostic tool is therefore misleading and deceptive.

2. **Unsupported Broad Health & Organ-System Claims**:
The product description goes far beyond basic “wellness tracking” and implies full medical-grade assessments of vital organs and systems (e.g. “cardiopulmonary examination,” “examination of kidney function,” blood lipid testing, “electronic diagnostics,” “online diagnosis and treatment”). These are profound medical and diagnostic claims which would require robust, peer-reviewed clinical evidence, regulatory evaluation as a medical device under EU law, and clear limitations and contraindications. No such evidence, clinical data, or official approvals are presented. The overall presentation suggests that a cheap consumer gadget can replace proper laboratory tests and clinical examinations, which is not supported by any credible scientific or regulatory documentation.

3. **Misleading Use of a Reputable Pharmaceutical Brand and Implied Endorsement**:
The product is marketed as a “Bayer” device and the page includes a description of Bayer as “a leading global pharmaceutical company,” thereby implying that the device is manufactured, approved, or endorsed by Bayer. However, the listing provides no verifiable proof that the device is an authentic Bayer product (e.g. official model name, link to Bayer’s website, regulatory certificates, or CE-marking details). Using the name and reputation of a major pharmaceutical company in this way is highly likely to mislead consumers into believing they are purchasing a regulated, clinically validated device from an established manufacturer, when that is at best unverified and at worst false. This raises serious concerns of counterfeit or inauthentic branding and prohibited misleading commercial practices.

4. **Lack of Scientific Evidence, CE Marking, and Regulatory Transparency for a Medical Device**:
Despite presenting itself as a device that measures blood glucose and multiple clinically critical biomarkers, the advertisement does not provide:

- any CE-marking or declaration of conformity details;

- any information about the manufacturer, authorized representative, or registration under EU medical-device rules;

- any reference to compliance with the EU Medical Device Regulation (Regulation (EU) 2017/745), which requires that marketed medical devices meet safety and performance requirements and be appropriately certified;

- any clinical trial data, validation studies, or performance specifications beyond vague references to “advanced optical sensors” and “accuracy up to 99–99.99%.”

For a device that is clearly being marketed for diagnostic and disease-management purposes (especially for people with diabetes and cardiovascular/kidney problems), these omissions and exaggerated claims strongly indicate a non-compliant and potentially unsafe medical device being offered to EU consumers.

5. **Exploitation of Vulnerable Patients and Families Managing Chronic Diseases**:
The ads explicitly target people with diabetes and other chronic conditions by promising an end to “painful finger-prick tests” and “difficult testing procedures,” framing the gadget as a “comprehensive guardian of your health” that can manage the family’s health in real time. This messaging exploits the fears and hopes of vulnerable patients and caregivers, encouraging them to rely on an unverified device for critical health decisions (e.g. insulin dosing, blood pressure control, kidney disease monitoring) instead of using approved medical devices and following professional medical advice. Misleading such groups into trusting inaccurate measurements or “online diagnosis and treatment” poses a direct and significant risk to their health and safety.

6. **Lack of Transparency and Typical Scam Red Flags in the Sales Setup**:
The sales page omits key information expected for a high-risk health-related device, including a clear identification of the actual manufacturer or importer, verifiable contact details, device model and regulatory status, details of intended use and contraindications, and clear information about warranties or post-sale support. At the same time, it uses classic scam patterns: a very high “limited-time” discount (50% off), heavy emphasis on “cash on delivery”

and urgency (“special offer for a limited time, don’t miss it!”), and generic e-shop sections that do not compensate for the missing regulatory and safety information. These elements combined strongly suggest a fraudulent or at least highly deceptive commercial practice designed to quickly extract money from consumers before problems with the product can be challenged.

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=1453269055985647
https://www.facebook.com/ads/library/?id=1893424514758355
https://www.facebook.com/ads/library/?id=662480823383233
https://www.facebook.com/ads/library/?id=961572642179537
https://zdurnalc.lol/?m=Item&a=show&id=166719&brid=9w9iJ8DeTLI714ZHAyEbtQ

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 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 the Product’s Nature, Main Characteristics, and Endorsements

“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 consequently causes or may cause the consumer to take a transactional decision they otherwise would not have taken:
a) the existence or nature of the product;
b) the main characteristics of the product, such as availability, benefits, risks, execution, composition, accessories, after-sales support, complaint handling, method and date of manufacture or supply, delivery, fitness, usage, quantity, specifications, geographical or commercial origin, expected results, or outcomes and essential characteristics of tests or checks performed on the product;
…
f) the nature, characteristics, and rights of the supplier or its representative, such as identity, assets, qualifications, status, approval, partnership, connection, intellectual property rights ownership, or awards and distinctions;”

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

1.4 Specific Misleading Commercial Practices: False Medical/Regulatory Endorsement and Misuse of Brand Identity

“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, or making a similar claim that does not comply with the conditions of such endorsement, certification, or license.
…
κβ) 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.
κστ) Falsely claiming that a product is able to cure diseases, dysfunctions, or malformations."

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

1.5 Misleading Omissions and Lack of Essential Information in an Invitation to Purchase

"A commercial practice is misleading if, considering its actual context, all characteristics, circumstances, and limitations of the communication medium, it omits material information needed by the average consumer to make an informed transactional decision, thus causing or likely causing them to take a transactional decision they otherwise would not have taken."
…
"In invitations to purchase, the following information is considered essential if not already apparent from context:
a) main product characteristics relevant to medium and product;
b) supplier's identity, including trading name and address, and identity of any represented supplier;
c) price, including taxes, or calculation method, plus any additional charges or indication thereof;
d) payment, delivery, and performance arrangements…
e) existence of withdrawal or cancellation rights…"

- Greek Law 2251/1994 (Article 9e, paragraphs 1 & 4)

2. Illegal Offer of Unsafe / Non-Compliant Medical Devices & Risk to Consumer Health
Relevant Laws: Greek Law 2251/1994; Regulation (EU) 2017/745

2.1 Obligation to Place Only Safe Products on the Market (General Product Safety for Consumer Health Devices)

"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… 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)

2.2 EU Medical Device Regulation – Safety, Performance and CE-Marking Requirements

Regulation (EU) 2017/745 on medical devices sets “high standards of quality and safety for medical devices… thus ensuring a high level of protection of health and safety of patients, users and other persons.”

Under the MDR, any product marketed for the measurement, diagnosis, monitoring or treatment of disease is a medical device and must:

- comply with general safety and performance requirements;

- undergo appropriate conformity assessment;

- bear a valid CE marking; and

- be accompanied by clear information on the manufacturer, intended use, limitations, and risks.