

Facebook TF Report Submission #3 [24/11/2025]

Case Number: 20689329

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement promotes a product described as a “non-invasive Omron 8-in-1 blood glucose meter,” making extreme, scientifically implausible and unsubstantiated claims about diagnostic and even therapeutic effects on diabetes and other serious conditions. The content shows multiple red flags of a fraudulent medical/health product scam and misleading commercial practice:

1. False and Unsubstantiated Multi-Disease Diagnostic & Treatment Claims

The product is marketed as being able to perform, non-invasively and with 99% accuracy, not only blood glucose measurement, but also “blood lipids, blood pressure, uric acid, heart rate, blood oxygen, body temperature, liver function, kidney function, prostate examination, cancer detection and laser therapy” («λιπιδίων αίματος + αρτηριακής πίεσης + ουρικού οξέος + καρδιακού ρυθμού + οξυγόνου αίματος + θερμοκρασίας σώματος + ηπατικής λειτουργίας + νεφρικής λειτουργίας + εξέταση προστάτη + ανίχνευση καρκίνου + θεραπεία με λέιζερ»). A handheld consumer device that can both detect cancer and perform laser therapy for blood sugar is not scientifically credible and does not correspond to any approved medical technology in normal clinical practice. These “all-in-one” claims are typical hallmarks of fraudulent medical devices.

2. Misleading Claims of Therapeutic Effect on Diabetes and Blood Parameters

The website explicitly claims that the device “introduces a large number of photons into the blood, which are absorbed by blood cells and converted into internal energy, restoring and improving the normal function of sugar absorption, improving blood fluidity and viscosity and thereby reducing blood sugar and blood viscosity.” In addition, one of the product variants is advertised as including “laser blood sugar therapy” («θεραπεία σακχάρου αίματος με λέιζερ»). This goes far beyond measurement and clearly presents the device as capable of treating diabetes and altering blood properties, without any evidence of clinical trials, regulatory approval, or recognised medical indication.

3. Misleading Use of Medical Endorsements and Institutional Credibility

The Facebook ad claims that the device is “recommended by medical journals and major hospitals” («Συνιστάται από ιατρικά περιοδικά και μεγάλα νοσοκομεία»), yet no concrete

names of journals, hospitals, studies, or links to peer-reviewed evidence are provided. The website also deploys a narrative that Omron will sell hundreds of products in Croatia and donate the proceeds to charity, to create an impression of a major international corporate campaign and philanthropic initiative. These elements appear designed to lend artificial credibility and urgency to the offer, without verifiable evidence.

4. Misrepresentation of Brand/Manufacturer and Lack of Regulatory Transparency

The site heavily uses the “Omron” brand name and describes the “Omron Group” in generic corporate terms but does not clearly identify the actual legal entity responsible for this specific online shop (company name, registered address, VAT number, official contact details). It also claims that “the products have passed many international certifications and obtained marketing approval in many countries and regions” without specifying which certifications, which authorities, or providing any CE marking or regulatory documentation.

This combination of using a well-known brand name with vague references to certifications and approvals, but without any verifiable regulatory information, is characteristic of impersonation or misleading association with an established manufacturer. From a thorough search to the Omron company pages we could not find any product that matched the advertised product description in any way.

5. Scientifically Implausible Performance Claims

The product is advertised as non-invasive, requiring no blood sampling, giving results in only 5 seconds with “99% accuracy”, and continuously storing and uploading medical data. Current medically approved devices of this breadth (multi-parameter, non-invasive cancer detection, prostate examination, full liver and kidney function assessment, and laser therapy) simply do not exist in this format on the consumer market. Such extreme performance claims, especially in the absence of clinical and regulatory documentation, are strongly indicative of deceptive advertising.

6. Exploitation of Vulnerable Individuals with Serious Chronic Conditions

The marketing specifically targets people with diabetes and other chronic conditions (hyperuricemia, cardiovascular disease, kidney disease, cancer), presenting the device as an easy, painless, home-based solution to both monitor and treat their disease. This can mislead vulnerable patients into relying on an unproven device, potentially delaying appropriate medical diagnosis or treatment, mismanaging their diabetes or other conditions and exposing them to serious health risks.

7. Lack of Transparency and Typical Scam Patterns

The order page pushes a strong discount (“62% OFF”, from 110€ to 42€), limited-time offer and “limited to one per person”, combined with “cash on delivery” and generic “buyer protection” claims, but does not clearly and prominently disclose the trader’s identity (legal name, physical address, corporate registration, etc.). This lack of basic transparency, together with the extraordinary medical claims and brand misuse, is typical of online scam operations targeting consumers, especially in the health and medical device space.

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 & Misleading Medical/Commercial Claims

Relevant laws: Greek Law 4619/2019 (Penal Code); Greek Law 2251/1994 (Consumer Protection)

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 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 Cure Claims and Misleading Endorsements

“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.

...

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

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

2. Dissemination of False Information & Potential 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 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)**

3. Misleading & Unlawful Promotion of Medical Devices under EU Law

Relevant laws: Regulation (EU) 2017/745 on medical devices (MDR); Directive 2005/29/EC on Unfair Commercial Practices

3.1 Misleading Claims about Medical Devices (MDR, Article 7)

Regulation (EU) 2017/745 (MDR) on medical devices, which is directly applicable in Greece, includes in Article 7 a prohibition on the use of text, names, trademarks, pictures or other signs that may mislead the user or patient regarding the device’s intended purpose, safety and performance, and specifically prohibits attributing functions and properties to a device that it does not have or suggesting uses for which it has not been demonstrated to be safe and effective.

3.2 EU Unfair Commercial Practices Framework (Directive 2005/29/EC)

Directive 2005/29/EC on Unfair Commercial Practices, which is implemented in Greece through Law 2251/1994, sets out a general prohibition of unfair, misleading and aggressive commercial practices in business-to-consumer transactions in the EU.