

# Facebook TF Report Submission #3 [29/6/2025]

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Case Number: 18264057

## Service:

Facebook Core ▾

## Reporting Reason:

Fraud & Deception ▾

## Please specify your reporting reason(s):

The reported content promotes a product named "Artovitel," making extraordinary and unsubstantiated claims about its efficacy in treating and curing serious joint-related conditions. The content exhibits multiple legal issues and strong indicators of a fraudulent health product scam:

- 1. False and Unsubstantiated Miracle Cure Claims:** The product is advertised with claims such as "In 99% of cases restores the tissues of destroyed joints!", "Stops pain within 10 minutes," and "Returns joint mobility within 14 days!" Such claims of rapid, near-total, and permanent cures for complex medical conditions like arthritis are not scientifically plausible for a topical cream and are hallmarks of fraudulent health products.
- 2. Misleading Scientific and Historical Claims:** The advertisement uses random references to scientific terms like "nanotechnology" without any substantiation of use of such technology in the advertised product, and makes grandiose, unverifiable claims that its formula is "10 times more powerful" than existing drugs and was secretly used by astronauts since the 1960s. These narratives are designed to create a false sense of scientific legitimacy and credibility.
- 3. Misleading Use of Fabricated Endorsements and Credentials:** The advertisement uses generic, archetypal testimonials (from "Olga," "Ilias," and "Xenia") that lack verifiable details. Crucially, it uses imagery of medals and likely a **fabricated certificate** to imply official endorsement and quality assurance. A review shows this type of certificate is a generic stock photo, lacks any registration code or authenticating details, and is not issued by any recognized authority. Furthermore, the product is **not registered with the Greek National Organization for Medicines (EOF)**, making any claim of official certification or approval inherently fraudulent.
- 4. Use of Fabricated User Testimonials:** The advertisement features testimonials from "Olga," "Ilias," and "Xenia," accompanied by what appear to be stock photos. These

are presented as genuine user reviews but are generic, lack any verifiable details, and show no evidence of being from actual purchasers of the product. This constitutes the submission of false or unverified consumer endorsements to illegally promote the product.

5. **Lack of Scientific Evidence and Regulatory Approval:** There is no mention of any credible scientific studies, peer-reviewed clinical trial data, or approval from recognized medical regulatory bodies (like EOF) to substantiate the product's safety or its extraordinary therapeutic claims. In Greece, products making such potent medical claims would require stringent regulatory assessment and marketing authorization, which this product lacks.
6. **Exploitation of Vulnerable Individuals:** The advertisement targets individuals suffering from pain and chronic joint conditions, offering false hope of a simple and rapid cure. This preys on their vulnerability and poses a significant risk to their health and safety by potentially leading them to abandon or delay proven, effective medical treatments.
7. **Lack of Transparency and Deceptive Marketing Tactics:** The advertisement does not provide a full list of ingredients, legitimate and verifiable manufacturer contact details (only a generic "Global Partners LTD"), or any data to support its claims. It also employs deceptive high-pressure sales tactics, such as a fake countdown timer and false scarcity claims ("Products on offer remaining: 48"), to rush consumers into making a purchase without due diligence.

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

[\[Attached PDF\]](#)

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

1. <https://www.facebook.com/ads/library/?id=1264593748379136>
2. <https://www.facebook.com/ads/library/?id=1376465133585806>
3. <https://news.herbdocs.shop/Dn2mD7Jw>

**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... in relation to... a) the existence or nature of the product; b) the main characteristics of the product, such as... benefits, ...expected results, or outcomes...; f) the nature, characteristics, and rights of the supplier or its representative, such as... qualifications, status, approval... or awards and distinctions;"

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

##### **1.4 Specific Prohibited Misleading Commercial Practices: False Cure Claims and Fabricated Endorsements**

"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."

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

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

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

### **1.5 Use of False or Unverified Consumer Reviews/Testimonials**

"When suppliers provide consumer product reviews, they must disclose whether and how they verify the authenticity of those reviews."

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

"λγ) Claiming product reviews are submitted by consumers who have actually used or purchased the product, without taking reasonable and proportionate steps to verify that the reviews originate from such consumers."

"λδ) Submitting, or commissioning another person or legal entity to submit, false consumer reviews or endorsements, or distorting consumer reviews or endorsements to promote products."

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

## **2. Dissemination of False Information & Risk to Public Health**

*Relevant Laws: Greek Law 4855/2021*

### **2.1 Spreading False News Affecting 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... 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. Illegal Offer and Marketing of Unregulated Health Products**

*Relevant Laws: Greek Law 1316/1983; Greek Law 2251/1994*

### **3.1 Placing an Unauthorized Product on the Market**

"A manufacturer, representative, or importer who places pharmaceutical or other products referred to in this law on the market without authorization... shall be punished with a fine... In case of repetition of the violation, the offense is prosecuted criminally..."

**- Greek Law 1316/1983 (Article 33, paragraph 1.1)**

### **3.2 Violation of General Product Safety**

"Producers are obliged to place on the market only safe products."

**- Greek Law 2251/1994 (Article 7, paragraph 1)**

"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..."

**- Greek Law 2251/1994 (Article 7, paragraph 3)**