

# Facebook TF Report Submission #4 [24/11/2025]

Case Number: 20689359

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement promotes a product marketed as a “Siemens medical-grade smart health watch” (“[12 σε 1] Έξυπνο ρολόι υγείας Siemens”) with extraordinary and scientifically implausible claims about its diagnostic and even therapeutic capabilities (non-invasive measurement of blood glucose, uric acid, blood lipids, blood pressure, oxygen saturation, ECG, laser “therapy” etc.). The content presents multiple legal issues and strong indicators of an inauthentic, potentially counterfeit and fraudulent health product listing:

**1. False and scientifically implausible claims of non-invasive laboratory-grade measurements**

The website and the Facebook ad claim that the watch can non-invasively measure critical biochemical markers such as blood glucose, uric acid and blood lipids (“μετράει μη επεμβατικά το σάκχαρο στο αίμα, το ουρικό οξύ, τα λιπίδια του αίματος”) simply via an optical sensor on the wrist. The ad further promises “μη επεμβατική παρακολούθηση γλυκόζης αίματος” through “τεχνολογία οπτικού αισθητήρα για ανώδυνη και ακριβή μέτρηση σακχάρου στο αίμα”. Such functionality is not supported by current, clinically validated consumer technology. Accurate measurement of glucose, uric acid and blood lipids requires invasive or minimally invasive sampling and regulated medical devices, not a generic smartwatch strap. Presenting these capabilities as existing, painless and accurate is highly misleading and characteristic of fraudulent health gadgets.

**2. Unsupported claims of “laser therapy” and quasi-medical treatment effects**

The Facebook ad explicitly promotes “Θεραπεία με λέιζερ: Βελτιώνει με ασφάλεια την κυκλοφορία του αίματος με απόδοση έως και 97%”. This suggests that simply wearing the watch provides a form of medical “laser therapy” with a quantified “97%” effectiveness for blood circulation. No scientific evidence, clinical studies, regulatory approvals or even basic technical explanation are provided to substantiate this therapy-like claim. Such assertions transform a consumer gadget into a de-facto therapeutic device in the eyes of consumers, without any proof of safety or efficacy, and strongly indicate a deceptive and potentially dangerous commercial practice.

**3. False portrayal as a Siemens / Siemens Healthineers medical device**

The product is presented as a “Siemens” health watch. The page includes a generic description of Siemens AG and Siemens Healthineers (referring to CT scanners, MRI, ventilators, etc.), clearly intended to associate this watch with a major multinational medical-technology manufacturer. However, the online shop is not Siemens, there is no evidence that Siemens AG or Siemens Healthineers manufacture, endorse or certify this device, and no official Siemens product page is linked. Using the Siemens name and corporate description in this way is highly likely to mislead consumers into believing this is an official Siemens medical-grade device, when in reality it appears to be an unrelated low-quality gadget. This is consistent with an inauthentic / counterfeit listing and potential trademark/brand impersonation.

#### **4. Misrepresentation of “medical-grade” accuracy and regulatory status**

The ad claims “ιατρικής ποιότητας Siemens” and “κλινικής ποιότητας ακρίβεια 1 mmHg” for blood pressure, as well as ECG functionality and multi-parameter “medical-grade” monitoring. Despite these strong clinical claims, the listing provides no information about:

- CE-marking or classification under the EU Medical Device Regulation (MDR 2017/745),
- any conformity assessment, notified body, or certificate number,
- any national registration or oversight (e.g. under EOF / HELLAS MED registry),
- manufacturer’s legal identity, address, or safety documentation.

Products that are presented as diagnostic or therapeutic medical devices in the EU must comply with strict regulatory requirements. The complete absence of such information, combined with exaggerated claims of accuracy, strongly indicates that the product is being illegally marketed as a medical device.

#### **5. Serious risk of harm and exploitation of vulnerable patients**

The product is clearly targeted at people with serious chronic conditions (diabetes, hypertension, dyslipidemia, cardiovascular disease), promising them easy, painless and highly accurate home monitoring, plus “laser therapy” benefits. If users rely on these non-validated readings to adjust medication, delay medical visits, or ignore symptoms, this can directly endanger their health. The combination of:

- false medical performance claims,
- quasi-therapeutic promises (“βελτιώνει την κυκλοφορία του αίματος με ασφάλεια”),
- and the use of a trusted brand name (“Siemens”)

exploits vulnerable patients’ trust and financial desperation, which is precisely the type of high-risk, unfair commercial practice that consumer protection and health-product regulations aim to prevent.

#### **6. Lack of transparency about the supplier, safety information and key contract terms**

The checkout section focuses on a “limited-time” 53% discount and “payment on delivery”, but does not clearly and prominently disclose essential information required for distance sales and health-related products, such as:

- the legal identity and physical address of the supplier,
- clear safety warnings and limitations of the device,
- the product's regulatory status (is it a general wellness gadget or a certified medical device?),
- information on legal guarantees, complaint handling, and withdrawal rights.

Combined with the misleading branding and medical claims, this lack of transparency is consistent with a scam-like operation aiming to secure quick purchases while depriving consumers of the information needed to make an informed decision.

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

[\[Attached PDF\]](#)

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

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[https://gryz.pmr.cr.shop/product/1813279728640?fbclid=IwY2xjawORVGZleHRuA2FibQlxMABicmlkETFHRXFqNmRlbDBvaWtHQjYyc3J0YwZhcHBfaWQPNTQxNjM5NDkzODg5MDI1AAEeOxkbmetNyRAebu4pDPccKQWXAc--5fwupmZwkL-MSR2iqocq42-1hZVJlJdc\\_aem\\_iBslS\\_dT\\_RJjo9Js173BhYw](https://gryz.pmr.cr.shop/product/1813279728640?fbclid=IwY2xjawORVGZleHRuA2FibQlxMABicmlkETFHRXFqNmRlbDBvaWtHQjYyc3J0YwZhcHBfaWQPNTQxNjM5NDkzODg5MDI1AAEeOxkbmetNyRAebu4pDPccKQWXAc--5fwupmZwkL-MSR2iqocq42-1hZVJlJdc_aem_iBslS_dT_RJjo9Js173BhYw)

**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 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/Effect Claims, Misleading Endorsements and Brand Imitation**

"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 Laws: 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)**