

Facebook TF Report Submission #4 [29/6/2025]

Case Number: 18264072

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The reported content promotes a product named "Artovitel," a cream making extraordinary and unsubstantiated claims about its efficacy in treating and curing serious joint-related medical conditions like arthritis, osteoarthritis, and osteochondrosis. The content exhibits multiple legal violations and clear indicators of a fraudulent health product scam.

- 1. False and Unsubstantiated Miracle Cure Claims:** The product is advertised with claims that it will "free you from any kind of diseases of the cartilage tissue within 1.5-2 months" and "effectively restores the damaged cartilage tissue." It also claims to "eliminate pain, swelling, and numbness." Such assertions of a quick, complete, and permanent cure for chronic and degenerative joint diseases are scientifically implausible and are hallmarks of fraudulent health products designed to deceive consumers.
- 2. Fabricated Medical Expert Endorsement:** The advertisement features a prominent endorsement from an alleged "Belakiris Odyseas, Surgeon of a higher category." Our investigation confirms that this individual is not a registered medical professional in Greece. The photograph used for this "expert" is a generic stock photo found on numerous other websites under different names. This constitutes a deliberate and fraudulent fabrication of a medical authority to lend false credibility to the product.
- 3. Fictitious Clinical Evidence:** The website claims that "Clinical trials of Artovitel were conducted in the fall of 2014 in Greece. More than 5,000 people suffering from joint diseases took part in them." A thorough search of national and international clinical trial registries confirms that no such study was ever registered or conducted for "Artovitel." This is a complete fabrication of scientific evidence intended to mislead consumers about the product's safety and efficacy.
- 4. Fabricated User Testimonials and Company Staff:** The page includes testimonials from individuals ("Andreas, 45," "Anna, 30," etc.) and photos of alleged company staff ("Leonidas Alipigis," "Anna Kyrilidou," etc.). Reverse image searches have confirmed

that these are also stock photos. This is a deceptive tactic to create false social proof and build unwarranted trust in the product and the anonymous seller.

5. **Lack of Regulatory Approval and Clear Health Risks:** The product makes explicit therapeutic claims (e.g., treating arthritis), which would classify it as a medicinal product requiring stringent regulatory assessment and approval from the Greek National Organization for Medicines (EOF). No such approval exists. Promoting an unauthorized substance as a cure for serious medical conditions poses a significant risk to public health, as it encourages vulnerable individuals to abandon or delay scientifically-proven medical treatments.
6. **Lack of Transparency and Deceptive Sales Practices:** The advertisement lacks crucial information, such as a full list of ingredients with concentrations, legitimate manufacturer details (the listed entity is a shell company in Panama), or any verifiable data. It also uses high-pressure sales tactics like a false "50% discount" and claims of extremely limited production ("not more than 1500 boxes of the cream per year") to rush consumers into a purchase.
7. **Scarcity / Pressure Tactics** – The advert asserts only "1 500 packs per year" are produced and shows a 78 € → 39 € "flash discount" timer to coerce impulsive purchases.

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=1164819535243135>
2. https://tv.herbpath.shop/YJVfNzzZ?fbclid=IwY2xjawLOEKNleHRuA2FbQIxMABicmlkETFPUWxRUUU1aGo4ckQzVTdNAR7BvCFN6lhtUbtVajF8PSHoLJnBm6RxUBT264Vwr7H2EWOBBr-44iNsOHCYn5A_aem_WvLgQWVHnC7xE-bQFW5rmw

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 [...] benefits, [...] fitness, [...] 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..."

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

1.4 Specific Per Se Misleading Commercial Practices

"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.

[...]

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 "d", "κστ" & "λδ")**

2. Risk to Public Health & Illegal Marketing of Health Products

Relevant Laws: Greek Law 4855/2021; Greek Law 1316/1983

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)**

2.2 Marketing of Unauthorized Medical Products

"1. A manufacturer, representative, or importer who places pharmaceutical or other products referred to in this law on the market without authorization, or after its expiry, revocation, or during its suspension, shall be punished with a fine up to 1,000,000 drachmas. In case of repetition of the violation, the offense is prosecuted criminally and punished by imprisonment of up to one year and a monetary fine..."

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

