

Facebook TF Report Submission #6 [25/11/2025]

Case Number: 20703848

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement promotes a product presented as an “[11 σε 1] Μη επεμβατικός μετρητής σακχάρου αίματος Siemens” (“11-in-1 non-invasive Siemens blood glucose meter”) allegedly equipped with a laser therapy function. It is marketed as a painless, non-invasive, highly accurate, multi-parameter diagnostic and even therapeutic medical device for continuous monitoring of serious health parameters. The content presents multiple legal issues and strong indicators of a fraudulent health-device scam:

1. **False, exaggerated and scientifically implausible diagnostic and therapeutic claims:**

The Facebook ad and the sales page claim that a single device can non-invasively and accurately measure, in a few seconds, at least eleven different health parameters (blood glucose, blood oxygen saturation, uric acid, blood pressure, pulse, blood lipids, cardiovascular function, kidney function, sleep, body temperature and even prostate health), with “accuracy up to 99%”, and provide “24/7 health monitoring” simply by placing a finger on the device. It is also described as having a “unique laser therapy function” that “makes blood vessels flow more smoothly”. Such multi-parameter, highly accurate, non-invasive measurements and generic “laser therapy” effects for complex chronic conditions are not supported by the state of the art in medical technology and are characteristic of fraudulent “miracle health gadgets” rather than approved medical devices.

2. **Misleading use of the Siemens / Siemens Healthineers name and corporate reputation:**

The product is repeatedly described as a Siemens device, and the ad includes a corporate description of Siemens Healthineers as “a leading global healthcare provider”, strongly suggesting that this is an official Siemens Healthineers product. However, the product is sold through an obscure “.shop” domain with no verifiable connection to Siemens, no official Siemens contact details and no evidence that the seller is an authorized distributor. This is a strong indication that the Siemens brand and reputation are being misused to deceive consumers into believing they are purchasing a high-end, clinically validated device.

3. **Questionable claims of CE, FDA and CFDA certifications and “professional”**

accuracy:

The landing page states that the multi-functional non-invasive meter “has obtained CE, FDA and CFDA certificates” and that its accuracy is comparable to “professional medical equipment”, encouraging users to “order with confidence”. No certificate numbers, notified body IDs, model numbers or links to regulatory documentation are provided, and no way is given for a consumer to verify these claims. Invoking three major regulatory regimes (EU, US, China) without any verifiable details is a typical sign of misleading appropriation of regulatory language and logos to create a false impression of official approval and clinical reliability.

4. Lack of basic trader identification and mandatory pre-contractual information:

The sales page is essentially a bare order form (cash on delivery) without a clearly identified legal entity behind the offer. It does not disclose the trader’s name, legal form, geographical address, VAT/registration number, official contact details, or any terms and conditions, withdrawal rights, complaint procedures, or warranty conditions. The commercial communication is not linked to a clearly identifiable trader, and the mandatory pre-contractual information required for distance contracts is missing, which is typical of scam webshops and incompatible with EU and Greek consumer-protection rules.

5. Potentially unsafe and non-compliant health product offered as a regulated medical/health device:

The device is marketed and used as a health/medical device (blood glucose monitoring, blood pressure, cardiovascular and kidney “examinations”, laser therapy) but there is no evidence of compliance with the applicable medical-device framework, no indication of a legitimate manufacturer, authorized representative or importer, no proper instructions for use or warnings, and no evidence that the product meets safety and performance requirements. By presenting this unverified device as a reliable alternative to approved medical devices, the advertisement may expose consumers to significant health risks.

6. Exploitation of vulnerable consumers with chronic conditions:

The advertising message explicitly targets people with diabetes, hypertension and other chronic conditions, as well as older adults (“the perfect gift for parents or grandparents”), promising painless 11-in-1 monitoring and laser “therapy” with hospital-grade accuracy and long warranty. This creates a strong incentive for vulnerable consumers to rely on an unvalidated device instead of clinically approved blood-glucose meters and medically recommended monitoring and treatment. Such exploitation of vulnerable groups through false or exaggerated health claims poses a real risk of harm.

7. Dissemination of misleading health information with potential impact on public health:

By presenting an unregulated gadget as a clinically reliable, “99% accurate” solution for complex health monitoring and even “laser therapy”, the ads spread demonstrably misleading health information. This can lead to loss of trust in official medical guidance and in properly regulated devices and may encourage unsafe self-management of serious conditions such as diabetes and cardiovascular disease, creating a broader risk to public health.

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=832752379467336>
<https://www.facebook.com/ads/library/?id=1212361804093203>
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<https://www.facebook.com/ads/library/?id=1481369659641273>
<https://www.facebook.com/ads/library/?id=1123093452880671>
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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; Greek Law 2251/1994; Directive 2005/29/EC

1.1 General Fraud by Misrepresentation of Facts for Financial Gain

"Whoever, with the intent of obtaining for himself or for another an unlawful financial benefit, causes damage to another's property by knowingly presenting false facts as true or by distorting or concealing true facts, thereby inducing that person to an act, omission or tolerance, shall be punished with imprisonment..."

- Greek Law 4619/2019 (Article 386, paragraph 1)

1.2 Overall Prohibition of Unfair Commercial Practices

"Unfair commercial practices by traders towards consumers shall be prohibited. Unfair commercial practices are those which are contrary to the requirements of professional diligence and materially distort or are likely to materially distort the economic behaviour of the average consumer whom they reach or to whom they are addressed, before, during or after a commercial transaction in relation to a product."

- Greek Law 2251/1994 (Article 9c, paragraph 1)

1.3 Misleading Information on Product's Nature, Characteristics, Certifications and Endorsements

"A commercial practice shall be regarded as misleading if it contains false information and is therefore untruthful or in any way, including overall presentation, deceives or is likely to deceive the average consumer, even if the information is factually correct, in relation to one or more of the following elements and causes or is likely to cause him to take a transactional decision that he would not have taken otherwise: (a) the existence or nature of the product, (b) the main characteristics of the product, such as its availability, benefits, risks, composition, method and date of manufacture or supply, fitness for purpose, usage, quantity, specification, geographical or commercial origin, results to be expected from its use and the results and essential characteristics of tests or checks carried out on the product, (...) (f) the nature, attributes and rights of the trader or his agent, such as his identity and assets, his qualifications, status, approval, affiliation or connection ..."

"Commercial practices which in all circumstances are unfair include, in particular, falsely claiming that a product is able to cure illnesses, dysfunction or malformations."

- Greek Law 2251/1994 (Article 9d, paragraph 1, points a, b, f); Directive 2005/29/EC (Article 5 and Annex I, point 17)

1.4 Misleading Omissions and Hidden Commercial Intent

"A commercial practice shall be regarded as misleading if, in its factual context, taking account of all its features and the limitations of the means of communication, it omits material information that the average consumer needs, according to the context, to take an informed transactional decision and thereby causes or is likely to cause the average consumer to take a transactional decision that he would not have taken otherwise. Material information includes, in particular, information on the main characteristics of the product, the identity and geographical address of the trader, the total price, as well as the existence of the right of withdrawal, where such a right exists. A commercial practice shall also be regarded as misleading where a trader hides such material information or provides it in an unclear,

unintelligible, ambiguous or untimely manner."

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

2. Insufficient Information on Traders & Distance-Selling Obligations

Relevant Laws: Presidential Decree 131/2003; Greek Law 2251/1994; Directive 2011/83/EU

2.1 Failure to Clearly Identify the Provider in Commercial Communications

"Commercial communications which are part of an information society service shall be clearly identifiable as such. The natural or legal person on whose behalf the commercial communication is made shall be clearly identifiable. Promotional offers, such as discounts and gifts, and promotional competitions or games, shall be clearly identifiable as such, and the conditions which must be met to qualify for them shall be easily accessible and presented clearly and unambiguously."

- **Presidential Decree 131/2003 (Article 5)**

2.2 Violation of Pre-contractual Information Obligations for Distance Contracts

"Before the consumer is bound by a distance or off-premises contract or any corresponding offer, the trader shall provide the consumer, in a clear and comprehensible manner, with at least the following information: the main characteristics of the goods or services, to the extent appropriate; the identity of the trader, such as his trading name; the geographical address at which the trader is established and his telephone number, fax number and e-mail address, where available; the total price of the goods or services inclusive of taxes and any additional freight, delivery or postal charges; the existence of a right of withdrawal, the conditions, time limit and procedures for exercising that right, as well as the complaint-handling policy."

- **Greek Law 2251/1994 (Article 3b, implementing Directive 2011/83/EU, Article 6)**

3. Illegal Offer of Regulated Health-Related Products and Product-Safety Obligations

Relevant Laws: Greek Law 2251/1994; Greek Law 1316/1983; Regulation (EC) No 765/2008

3.1 Obligation to Place Only Safe Products on the Market

"Producers shall place on the market only safe products. A product shall be deemed safe when, under normal or reasonably foreseeable conditions of use, including duration and, where applicable, putting into service, installation and maintenance requirements, it presents no risk or only the minimum risks compatible with the product's use, considered acceptable and consistent with a high level of protection for the safety and health of persons, taking into account, in particular, the characteristics of the product, its effect on other products, the presentation of the product, labelling, instructions for its use and disposal, and the categories of consumers who are at risk when using the product, in particular vulnerable consumers."

- **Greek Law 2251/1994 (Article 7)**

3.2 Misuse of CE Marking and Regulatory Symbols

"The CE marking shall be affixed only by the manufacturer or his authorised representative. It shall be prohibited to affix markings, signs or inscriptions to a product which are likely to mislead third parties as to the meaning or form of the CE marking or to affix the CE marking to products for which Union harmonisation legislation does not provide for its affixing. Where a product bears a marking which misleads as to the CE marking, or where the CE marking is affixed unduly, Member States shall ensure that the manufacturer or his authorised representative brings the product into conformity and puts an end to the infringement, or that the product is withdrawn or recalled."

- Greek Law 2251/1994 (Article 7, paragraphs on CE marking and market surveillance); Regulation (EC) No 765/2008 (Article 30)

3.3 Unauthorized Marketing of Health-Related Products under EOF Competence

"Manufacturers, representatives, importers, wholesalers and any other persons who place on the market medicinal products or other products falling under the competence of the National Organization for Medicines without the required authorisation, or in violation of the conditions laid down in the relevant provisions, are subject to criminal and administrative sanctions, including imprisonment, fines and withdrawal of the products."

- Greek Law 1316/1983 (Article 33, in conjunction with Legislative Decree 96/1973)

4. Misuse of Trademark and Corporate Identity (Siemens / Siemens Healthineers) Relevant Laws: Greek Law 4679/2020; Greek Law 2251/1994

4.1 Unauthorized Use and Infringement of Trademark

"The proprietor of a trade mark shall be entitled to prevent all third parties not having his consent from using in the course of trade, for goods or services, any sign where, because of its identity with, or similarity to, the trade mark and the identity or similarity of the goods or services, there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the trade mark. The proprietor may bring an action for cessation of the infringement and for non-repetition."

- Greek Law 4679/2020 (Article 38, in connection with Articles 7, 8 and 10)

4.2 Creation of Confusion with Competitor's Products and False Corporate Endorsement

"A commercial practice shall also be regarded as misleading if it creates confusion with any products, trade marks, trade names or other distinguishing marks of a competitor. It is in all circumstances an unfair commercial practice to falsely claim or otherwise create the impression that a trader, a product or a service has been approved, endorsed or authorised by a public or private body, or to display a trust mark, quality mark or equivalent without having obtained the necessary authorisation."

- Greek Law 2251/1994 (Article 9d, paragraph 2, point a; Article 9f, Annex I of Directive

2005/29/EC)

5. Dissemination of False Information & Potential Risk to Public Health

Relevant Laws: Greek Law 4855/2021

5.1 Spreading False News Affecting Public Confidence in Public Health

"Anyone who publicly or via the internet disseminates or spreads in any way false news which is capable of causing concern or fear among citizens or of undermining public confidence in the national economy, the country's defence capability or public health shall be punished with imprisonment of at least three (3) months and a monetary fine. If the act is repeatedly committed through the press or via the internet, the perpetrator shall be punished with imprisonment of at least six (6) months and a monetary fine."

- Greek Law 4855/2021 (Article 36, amending Article 191 of the Greek Penal Code)