

# Facebook TF Report Submission #7 [29/6/2025]

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Case Number: 18264103

## Service:

Facebook Core ▾

## Reporting Reason:

Fraud & Deception ▾

## Please specify your reporting reason(s):

The advertisement promotes a product named "Hondrofrost," making extraordinary and unsubstantiated claims about its efficacy in treating and even curing serious, chronic health conditions like arthritis and osteoarthritis. 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 "Heals joints and ligaments," "Restores joints and tissues," and promises to provide relief from arthritis and osteoarthritis "within a month." The testimonials claim users avoided surgery and were able to run marathons after severe injuries. Such claims of a rapid and complete cure for chronic, degenerative conditions are not scientifically plausible and are hallmarks of fraudulent health products.
- 2. Unsupported Broad Physiological Effects:** Hondrofrost is claimed to not only eliminate pain and swelling but also to "prevent destructive processes in the cartilage tissues" and "restore blood vessels, collagen and elastin elements of the skin". These are medical claims that would require extensive, peer-reviewed clinical trials, none of which are presented.
- 3. Misleading Use of Fabricated Authority and Testimonials:** The advertisement attempts to build false credibility by claiming the product was "developed by European doctors" and is "made in America," without providing any verifiable evidence. Crucially, it uses testimonials with generic stock photos alongside Greek names to create the false impression of endorsement by real users. These testimonials describe miraculous recoveries from severe conditions, which are clearly fabricated to deceive potential customers.
- 4. Lack of Scientific Evidence and Regulatory Approval:** There is no mention of any credible scientific studies, clinical trial data, or, most importantly, approval from the recognized Greek medical regulatory body, the **National Organization for Medicines (EOF)**, to substantiate the product's safety or its extraordinary therapeutic claims. The

claim of being "No. 1 in sales in Greece" is also entirely unsubstantiated and misleading. Furthermore, the Greek National Organization for Medicines (EOF) has issued a bulletin with a list of scam-products that the public should be on alert for, including products like Hondrostrong, Hondrosol and Hondrofrost.

5. **Exploitation of Vulnerable Individuals:** The advertisement specifically targets individuals suffering from chronic and often debilitating pain from conditions like arthritis, offering false hope of a simple and rapid cure. This is dangerously misleading and could lead them to abandon or delay proven medical treatments prescribed by healthcare professionals, thereby posing a significant risk to their health and long-term well-being.
6. **Lack of Transparency:** The advertisement is intentionally vague and misleading about the product's origin and manufacturer. While claiming to be "made in America," the only company information provided is for "Lotte Naturkosmetik GmbH" in Berlin, Germany. The website does not provide a full list of ingredients, only mentioning "natural ingredients" and "glycosaminoglycans." This lack of clear, verifiable information is a standard characteristic of fraudulent product scams.

**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=4110940165899044>
2. <https://www.facebook.com/ads/library/?id=961389192453123>
3. <https://www.facebook.com/ads/library/?id=651674704145597>
4. <https://www.facebook.com/ads/library/?id=675528494997347>
5. <https://www.facebook.com/ads/library/?id=1370748444270478>
6. <https://www.facebook.com/ads/library/?id=651136470970135>
7. <https://www.facebook.com/ads/library/?id=677728801601329>
8. <https://www.facebook.com/ads/library/?id=1077810484379125>
9. <https://www.facebook.com/ads/library/?id=1013541363481232>
10. <https://www.facebook.com/ads/library/?id=1707176893552737>
11. <https://www.facebook.com/ads/library/?id=1409986310356366>

12. <https://www.facebook.com/ads/library/?id=1800960987421094>
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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... 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)**

