

Facebook TF Report Submission #9 [27/11/2025]

Case Number: 20739959

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The advertisement promotes a device marketed as a “CNOGA non-invasive 11-in-1 blood glucose meter”, making extraordinary and unsubstantiated claims about its ability to non-invasively measure blood glucose and a wide range of other serious health parameters with near-perfect accuracy. The content exhibits multiple legal issues and strong indicators of a fraudulent and potentially dangerous medical device scam:

1. False and unsubstantiated claims of non-invasive multi-parameter diagnostics with “99% accuracy”

The device is advertised as a laser-based, non-invasive meter that, without any blood sampling, allegedly measures blood glucose, uric acid, blood oxygen, blood lipids, blood pressure, heart rate, sleep quality, body temperature, cardiopulmonary function, kidney function and even provides “prostate monitoring”, with “accuracy up to 99%” and within 3–5 seconds. Such sweeping claims are not supported by current scientific evidence or by the official technical and clinical documentation of CNOGA devices, which describe hybrid systems that still require finger-prick calibration and do not claim to perform full renal, lipid, or prostate diagnostics non-invasively. Publicly available studies also do not support the advertised level of accuracy for non-invasive glucose monitoring, let alone for the broad range of additional parameters claimed in the ad.

2. Exaggerated and unsupported medical/physiological effects

Beyond glucose, the device is promoted as performing “cardiopulmonary examination”, “kidney examination”, “prostate monitoring”, “lipid measurement” and comprehensive “health evaluation” for the user. No evidence is provided of validated clinical methods, reference ranges, calibration procedures or regulatory approvals that would justify such far-reaching diagnostic claims. Many of the parameters mentioned (lipid profile, kidney function, prostate condition, uric acid) in standard medical practice require blood or other biological samples and laboratory analysis. Presenting a small consumer gadget as a substitute for these medical tests is scientifically implausible and highly misleading.

3. Misleading representation of scientific validation and accuracy

The advertisements repeatedly assert that the device's measurements have "accuracy up to 99%" and rely on vague references to "advanced optical sensor chips" and "patented innovative technology". No ISO 15197 conformity data, no details of clinical trials, and no links to peer-reviewed studies are provided. Available clinical studies on CNOGA's non-invasive glucose systems report considerably higher error margins and do not support a blanket claim of 99% accuracy for critical parameters used in diabetes management. The way "99% accuracy" is advertised is therefore misleading and likely to deceive consumers into believing the device is equivalent to clinically validated equipment used by healthcare providers.

4. Potentially unlawful medical and telemedicine claims

The product description explicitly includes "diagnosis and online therapy" / "online medical consultation" as part of the device's functionality. However, there is no information about which licensed doctors or healthcare providers are responsible for these services, in which jurisdiction they are registered, or under which regulatory framework the online diagnosis and treatment are provided. No medical registration numbers, no references to licensed telemedicine platforms and no explanation of clinical oversight or liability are given. Such claims strongly suggest the offer of medical services in a way that may violate Greek and EU rules on medical practice, cross-border healthcare and telemedicine, and at minimum constitute seriously misleading health-related commercial communication.

5. Lack of essential regulatory information for a medical device

The product is clearly a medical device (used for monitoring glucose and other vital health parameters), yet the landing page and ads do not provide basic regulatory information that is mandatory in the EU and in Greece. There is no clear indication of CE marking, risk class under Regulation (EU) 2017/745 on medical devices, notified body, or registration with the competent authority (EOF in Greece). The identity and full contact details of the manufacturer, EU authorised representative, importer or distributor are not disclosed in a verifiable way, despite this being required for medical devices and for distance selling to consumers. Instead, the page is a generic one-product checkout form with "cash on delivery" and vague mentions of a "Buyer Guarantee", which is typical of non-compliant or counterfeit medical device offers.

6. Absence of basic consumer and data-protection transparency

The order form collects full name, mobile phone, full postal address and optional email, yet there is no privacy policy, no explanation of who the data controller is, no lawful basis for processing, no information on data retention, rights of access/erasure, or sharing of data with third parties. This is a clear violation of the transparency and information obligations imposed by EU data-protection law (GDPR) for any online service collecting personal data, particularly when health-related context is involved.

7. Exploitation of vulnerable individuals and serious public-health risk

The advertisements explicitly target elderly people and diabetic patients ("a caring gift for parents and the elderly", "say goodbye to painful needles"), promising effortless, painless and comprehensive monitoring that would "let you enjoy life without worries". In practice, diabetics and people with cardiovascular or renal problems may base treatment decisions on the readings of this unverified device (e.g. adjusting insulin or other medication), which could lead to severe hypoglycaemia, hyperglycaemia, cardiovascular events, or delayed medical consultation. Promoting an unproven, poorly documented device as a reliable substitute for medically approved equipment and professional care poses a direct threat to individual and public health.

8. Indicators of a scam and possible misuse of a legitimate brand

The name and generic description of “CNOGA Medical” and its non-invasive technology appear to be copied from legitimate CNOGA material, yet the sales page bears no relation to the official CNOGA website, authorised distributors or actual price levels (the official devices are sold at substantially higher prices and via regulated channels, not anonymous single-page sites offering extreme 57% discounts and cash-on-delivery). This strongly suggests that the brand and technology references are being used without authorisation to give credibility to a different, unverified product of unknown origin. Such impersonation and brand abuse are characteristic of fraudulent online health-product schemes and further underline the need for intervention.

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=818988410964645>
https://gr.mwmarysu.top/product/1866382287367?fbclid=IwY2xjawOVaIZleHRuA2FibQIxMABicmlkETFmS01kYU10cEZuQjlhY1Bzc3J0YwZhcHBfaWQPNTQxNjM5NDkzODg5MDI1AAEezxhHLfgjEwr1Gol196ZZZ2qwqyZjPOjqJMZRKdNNuuHX8ZI4_nl-Ve3_bxU_aem_2meMsjXXgo-nttDizOEAKg&brid=e_9WLzBsZt3yWRD6PaSSzw

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 Penal Code); Greek Law 2251/1994; Directive 2005/29/EC

1.1 General Fraud by Misrepresentation of Facts for Financial Gain

“Under paragraph 1 of Article 386 of the Greek Criminal Code, whoever, by knowingly representing false facts as true or by unlawful concealment of true facts, damages foreign property by persuading someone to act or omit or acquiesce in an act with the purpose of obtaining from the damage to such property an illegal pecuniary benefit for themselves or another, shall be punished by imprisonment and a fine.”

- Greek Law 4619/2019 (Article 386, paragraph 1 – Fraud – Greek Penal Code)

1.2 Overall Prohibition of Unfair Commercial Practices

“Unfair commercial practices adopted before, during or after the commercial transactions related to a specific product shall be prohibited.”

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

1.3 Misleading Commercial Practices (False or Deceptive Health/Accuracy Claims)

“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, and causes or is likely to cause him to take a transactional decision that he would not have taken otherwise.”

- Directive 2005/29/EC on Unfair Commercial Practices (Article 6, paragraph 1) as implemented in Greek Law 2251/1994 (Articles 9d–9e)

2. Unlawful Medical Device Claims & Misleading Advertising of Medical Devices

Relevant Laws: Regulation (EU) 2017/745 on Medical Devices (MDR)

2.1 Prohibition of Misleading Claims about Medical Devices

“In the labelling, instructions for use, making available, putting into service and advertising of devices, it shall be prohibited to use text, names, trademarks, pictures and figurative or other signs that may mislead the user or the patient with regard to the device’s intended purpose, safety and performance, in particular by ascribing functions and properties to the device which the device does not have or by creating a false impression regarding

treatment or diagnosis, functions or properties which the device does not have.”

- Regulation (EU) 2017/745 on Medical Devices (Article 7 – Claims)

2.2 Obligation of Manufacturers to Place on the Market Only Compliant Devices

“Manufacturers shall ensure that their devices are designed and manufactured in accordance with the requirements of this Regulation and, when placed on the market, are in conformity with it.”

- Regulation (EU) 2017/745 on Medical Devices (Article 10 – Obligations of manufacturers – in conjunction with Article 5 on placing devices on the market)

**3. Dissemination of False Information Capable of Undermining Public Health
Relevant Laws: Greek Law 4855/2021 (amending Article 191 of the Greek Penal Code)**

3.1 Spreading False News Affecting Public Confidence in Public Health

“Whoever 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 defence capacity of the country or public health, shall be punished with imprisonment and a monetary fine.”

- Greek Law 4855/2021 (Article 36 – replacing Article 191 of the Greek Penal Code – Dissemination of false news)

**4. Consumer Protection and Distance Selling / Lack of Required Information
Relevant Laws: Greek Law 2251/1994; Directive 2011/83/EU**

4.1 Lack of Required Pre-Contractual Information in Distance Contracts

“Before the consumer is bound by a distance or off-premises contract, the supplier shall provide the consumer, in a clear and comprehensible manner, with information on the main characteristics of the goods or services, the identity and geographical address of the supplier, the total price, and other essential contractual terms.”

- Greek Law 2251/1994 (Articles on distance contracts and pre-contractual information requirements, implementing Directive 2011/83/EU on consumer rights)

5. Personal Data Protection and Lack of Transparency in the Collection of Consumers’ Data

Relevant Laws: Regulation (EU) 2016/679 (GDPR); Greek Law 4624/2019

5.1 Principles of Lawful, Fair and Transparent Processing

“Personal data shall be processed lawfully, fairly and in a transparent manner in relation to the data subject.”

- Regulation (EU) 2016/679 (GDPR) (Article 5, paragraph 1(a) – Lawfulness, fairness and transparency)

5.2 Information to Be Provided When Collecting Personal Data from Data Subjects

“The controller shall, at the time when personal data are obtained, provide the data subject with information including the identity and the contact details of the controller, the purposes of the processing and other information necessary to ensure fair and transparent processing.”

- Regulation (EU) 2016/679 (GDPR) (Article 13)