

VIDEO STATEMENT: Public Apology from Emily Gellis

Hello.

My name is Emily Gellis, and I am here today to take full responsibility for the harm I caused to Tanya Zuckerbrot, her company F-Factor, and her family, as well as anyone else who was negatively impacted by my actions.

This is my public apology.

In 2020, I came across information online about the F-Factor Diet. Instead of verifying that information or seeking out credible sources, I used my platform to amplify and escalate those claims. What began as an inquiry evolved into a sustained and harmful campaign that was not grounded in verified facts.

I accused F-Factor's fiber and protein powders — products that had been on the market for years — of being dangerous and unsafe. I claimed they contained harmful levels of arsenic and caused serious health issues, including anxiety, hair loss, heart attacks, miscarriages, and even death.

These claims were not supported by verified evidence.

I did not rely on medical, scientific, or qualified expert analysis. I relied heavily on unverified and anonymous information from social media, which I presented as fact.

I disregarded independent third-party testing that confirmed the products were safe and failed to give proper weight to medical expertise, nutritional science, and the experiences of clients who had success with the program.

I falsely accused the F-Factor Diet of causing eating disorders — despite never reading the F-Factor Diet book and having no understanding of the nutritional science or methodology behind it. I overlooked Tanya's 25-year track record as a registered dietitian, her credentialed clinical expertise, and a thriving private practice built through physician referrals and client results.

I blocked Tanya, members of her team, and others who attempted to respond, which limited my exposure to information that may have contradicted what I was posting.

Instead of pausing to reassess, I continued.

I messaged media outlets Tanya had appeared on. I contacted Bloomingdale's, her retail partner, and told them they were selling "poison." I reached out to brand partners, celebrity clients, and ambassadors — pressuring them to denounce her, drop her, and distance themselves from F-Factor.

I made additional statements about F-Factor as well as Tanya personally.

I accused F-Factor of sending people from its followers to threaten to kill my family.

I conveyed to the effect that she had retained an attorney who was linked to having used former Mossad agents and that I believed people fitting that description were following me at the time I made those related comments.

Further, I accused her of not paying taxes, of drug use, and criminal activity.

None of these statements were true — but I presented them as if they were, without regard for her reputation or mental health.

I made the choice to publicly compare Tanya — a mother, a dietitian, and an innocent woman — to Jeffrey Epstein, Harvey Weinstein, and the Sackler family.

I called her a “danger to society.”
I said she was “killing people.”

These comparisons and statements were false, defamatory, sensational, and deeply harmful. They had no basis in fact.

When Tanya publicly shared that my campaign had severely impacted her mental health, I responded in ways that were dismissive and, at times, mocking. I created and promoted content, including merchandise, that ridiculed her and attempted to profit from the situation.

I also made comments about Tanya’s appearance, despite publicly claiming to support body positivity. I now recognize that this was inconsistent with those values and contributed to the harm I caused.

I repeatedly claimed that there were “tens of thousands” of victims of F-Factor based on messages I received.

That representation was not accurate.

I did not verify those claims, request supporting documentation, or distinguish between anecdotal messages and substantiated evidence.

What I did was not responsible advocacy or journalism.

I did not apply appropriate standards of verification, and I failed to act with the level of care required when making serious public allegations.

Over time, I posted extensively about Tanya and F-Factor — including commentary on her business and personal life — in a way that I now recognize contributed to harassment and caused significant harm.

I closely monitored and repeatedly posted about Tanya’s activities, including aspects of her personal life, travel, and family. I now understand that this behavior was excessive, invasive, and harmful.

My actions created a hostile online environment that contributed to humiliation and isolation.

I understand now that this conduct went beyond appropriate online behavior and contributed to sustained harassment and significant personal distress, and I take full responsibility for that.

To the loyal F-Factor clients — those who trusted the program and relied on it for their health — I recognize that my actions caused confusion, fear, and the loss of a brand you valued.

I made claims that the products were dangerous despite there being no credible, verified evidence to support those statements.

I also understand now that having a public platform does not give me the right to present unverified accusations as fact.

There is a clear difference between expressing an opinion and making false factual claims, and I failed to respect that distinction.

My actions had real consequences.

They affected Tanya's reputation, her business, her employees, and her family. They contributed to the loss of opportunities and caused serious personal and emotional distress.

To Tanya Zuckerbrot, I am deeply sorry. Yes, I want to say that again. I am deeply sorry. To her family, her colleagues, and the F-Factor community, I am sorry.

To those who followed me and trusted what I shared, I acknowledge that I did not uphold the responsibility that comes with having a platform.

I understand now that having a public voice requires diligence, fairness, and accountability — and I failed in those responsibilities.

I cannot undo the damage that was done.

But I can take responsibility for my actions, and I do so here, fully and publicly.

I was wrong.
And I am sorry.

— Emily Gellis