

Our Mission

Friendly Turtle was founded in 2018 by Ricky Wallace, who experienced first-hand how challenging sustainable living can be. His goal: make zero-waste shopping easy and without the overwhelm. Today, Mert Can continues this mission, curating zero-waste products that make planet-friendly choices accessible.

But we're more than just an online shop. We believe in sustainable, greener living and are committed to raising awareness through our blogs, social media, and everyday actions. Our aim is supporting others on their journey to living greener. Our ethos guides all that we do. With clear promises, we're committed to responsibility, transparency, and care for the environment. We strive to make a real difference. With over 4,500 five-star reviews, our customers trust us to empower their lives toward an easier, sustainable lifestyle. Join us and see how easy making planet-friendly swaps can be.