

Our Story

Living sustainably shouldn't be so hard. Too often, you're unaware that you're adding to product waste, feeling guilty every time you shop. Confusing labels and endless options make it hard to know what's honestly sustainable. That's why Ricky Wallace founded Friendly Turtle in 2018: to take the guesswork out of eco-friendly living. In 2023, Mert Can took over, continuing the mission to empower shoppers.

Friendly Turtle carefully curates zero-waste products, so you can make sustainable choices without the stress. Browse our selection of products, pick what fits your lifestyle, and enjoy guilt-free shopping. Join thousands of our happy customers who trust us to make their choices easier for sustainable living. With over 4,500 five-star reviews and a 4.95 rating, we've built trust with thousands of satisfied customers in the UK. We curate only ethically sourced products to simplify your eco-friendly choices.

Be empowered. Make the swap. Shop today.