



Surf boards



Skate boards



Street Fashion

Untoxicated

CHEMICAL-FREE LIVING

The basic tenet of our philosophy is centred on the issue of self-control. Untoxicated means abstinence from all narcotics - alcohol, tobacco and drugs.

Untoxicated has a history. It was born in the early 80's punk era within a subculture called "Straight Edge"...

In the late 70's and early 80's a group of bands and kids began something that grew into a movement. It was a reaction to the self-destruction, the self-hatred, the pain and suffering caused by the punk mentality.



In Washington, DC, a common practice at all-ages punk shows was to mark minors with an "X" on the back of their hands so they couldn't buy alcohol. Straight Edge kids took this symbol that was originally used to identify them as being too young to drink, and made it their own. Those above legal drinking age and who didn't drink for ideological reasons, also started to mark themselves with an X as a show of solidarity.

Their basic beliefs were that drugs and alcohol are not needed and should be rejected. That one should live against the grain of popular society and live by rules and standards made by themselves and not the ones dictated by society.

Straight Edge is the only youth counter-culture to actively discourage drug use, alcohol use, and casual sex. It's about regaining as much personal control over your life as possible.

Untoxicated uses the Straight Edge message and dilutes it into a range of marketable products relevant to the youth of today.

These products include t-shirts and clothing apparel, skateboards, stickers and other paraphernalia associated with the teen market.

The Untoxicated message is edgy and confronting.

It may even make you question your own values!



Bumper Stickers





THINK FOR YOURSELF DON'T FOLLOW THE CROWD

OUR BELIEFS ARE SIMPLE

IT'S OK NOT TO SMOKE, DO DRUGS OR CONSUME ALCOHOL

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