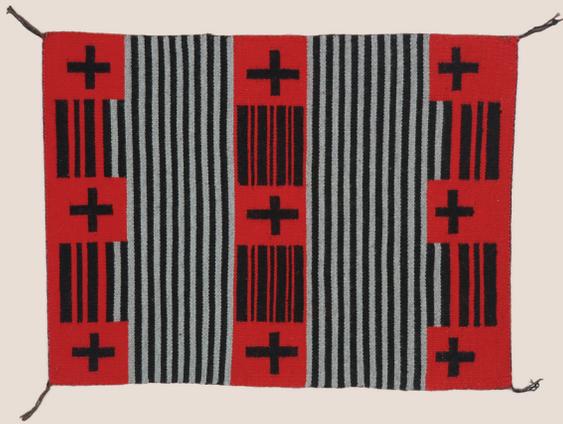


product that is entirely made by Indian hand labor using manually controlled methods, and not by machine. "Indian crafted" is any item that is made only in part by an Indian, or that is partly or completely made by an Indian using machines. When shopping for Indian art, ask about the authenticity of an item by using these terms. If the seller says that the item is "authentic Indian art" or that it is "Indian handmade," ask the seller to write that on your receipt. If that representation is false, the seller has violated the IACSA, entitling you to repayment of the purchase price if you return the item.



56277/12, Ganado Chiefs variant, 2002, Grace Henderson Nez, Navajo

The IACSA also requires the seller to disclose in writing if the product uses any type of treated material, including stabilized, reconstructed or reconstituted, or synthetic (including plastic) turquoise. These treated types of turquoise are not completely natural and have been altered in varying degrees to enhance stability and color. A seller's failure to give the required written disclosure to a consumer violates the Act and entitles the consumer to repayment of the purchase price upon the return of the item.

The Consumer Protection Division of the New Mexico Attorney General's Office enforces the provisions of the IACSA.

All images are from the Museum of Indian Arts and Culture/  
Laboratory of Anthropology, Department of Cultural Affairs,  
[www.indianartsandculture.org](http://www.indianartsandculture.org)

## YOUR RIGHTS AS A CONSUMER

If you think a business or individual is selling a non-authentic art or craft item as an American Indian product, the action may be in violation of both the Federal and State laws regulating the industry.

For more information, or to file a complaint(s), contact:

### INDIAN ARTS AND CRAFTS BOARD



U.S. Department of the Interior  
1849 C Street, NW, MS 2528-MIB  
Washington, DC 20240  
1-888-ART-FAKE or 1-888-278-3253  
1-202-208-5196 (fax)  
[www.iacb.doi.gov](http://www.iacb.doi.gov)  
[iacb@ios.doi.gov](mailto:iacb@ios.doi.gov)

### NEW MEXICO OFFICE OF THE ATTORNEY GENERAL



Consumer Protection Division  
408 Galisteo Street  
P.O. Drawer 1508  
Santa Fe, NM 87504-1508  
1-800-678-1508 or  
1-505-827-6685 (fax)  
[www.nmag.gov](http://www.nmag.gov)

### SHOP WISELY...TIPS FOR BUYING

- When purchasing from a dealer, choose one with a good reputation
- Request a written guarantee or written verification of authenticity
- Get a receipt that includes all the vital information about your purchase, including price, maker, and maker's Tribal affiliation
- Familiarize yourself with the different materials and types of American Indian arts and crafts, as well as the indicators of a well-made, handcrafted piece
- Realize that authentic handmade pieces may be expensive...if a price seems too good to be true, be sure to ask more questions about the item and its maker



## Indian Arts and Crafts Act U.S. Department of the Interior

Take home a treasure  
from Indian Country:

Buy Authentic  
New Mexico Indian  
Arts and Crafts

56416/13, "Two Kachina Masks", 1989, R. Montoya, Sandia San Juan

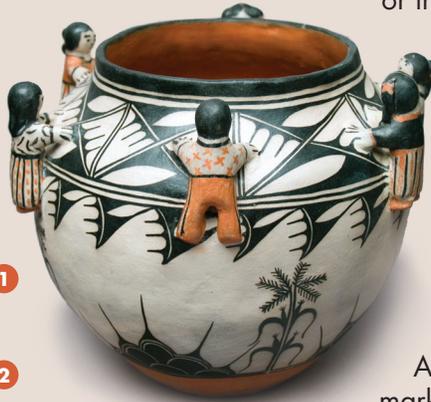


The State of New Mexico is home to 22 Federally-recognized Indian Tribes, Nations, and Pueblos. New Mexico's Indians are famous around the world for their pottery, jewelry, basket and textile weaving, and fine art. The distinctive art, crafts, and cultural traditions of New Mexico Indians have been passed down through the generations and are intrinsic to the Land of Enchantment.

Purchasing authentic Indian arts and crafts not only helps to preserve memories of your time in the Land of Enchantment, it also allows you to help preserve and perpetuate New Mexico Indian culture and traditions.

Before you shop, there is some important information to know about purchasing New Mexico Indian arts and crafts.

As the popularity and availability of Indian arts and crafts increases, so does the sale of items misrepresented as authentic Indian products. You can help to protect yourself by becoming familiar with the laws regulating the sale of Indian arts and crafts in New Mexico, and by considering the shopping tips provided in this brochure.



### PROHIBITED by Federal Law...

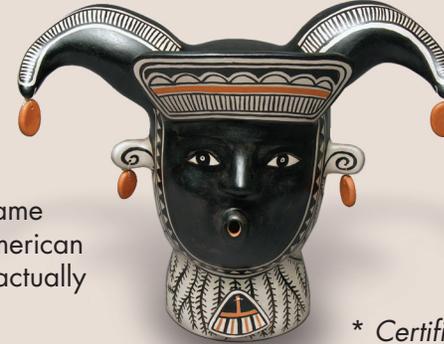
Under the Indian Arts and Crafts Act of 1990 (P.L. 101-644), as amended, it is illegal to offer or display for sale, or sell, any art or craft product in a manner that falsely suggests it is American Indian produced, an American Indian product, or the product of a particular American Indian Tribe.

Under Federal law, "Authentic Indian art and craft" means any art and craft product, including traditional or contemporary, that is made with Indian labor.

All products must be marketed truthfully regarding the Indian heritage and Tribal affiliation of the producers so as not to mislead the consumer. It is illegal to market an art or craft item using the name of a Tribe if a member, or certified American Indian artisan\*, of that Tribe did not actually create the art or craft item.

For example, products sold using a sign claiming "Indian Jewelry - Direct from the Reservation," would be a violation of the Indian Arts and Crafts Act if the jewelry was produced by someone other than a member, or certified American Indian artisan, of an American Indian Tribe. Products advertised as "Navajo Jewelry" would be in violation of the Act if they were produced by someone who is not a member of the Navajo Tribe.

Covering all American Indian and Indian-style traditional and contemporary arts and crafts produced after 1935, the Indian Arts and Crafts



Act broadly applies to the marketing of arts and crafts by any person within the United States.

The Indian Arts and Crafts Act is administered by the Indian Arts and Crafts Board, an agency of the U.S. Department of the Interior.

\* Certified Indian artisan means an individual who is certified by the governing body of an Indian Tribe as a non-member Indian artisan.

### PROHIBITED by State Law...

New Mexico's Indian Arts and Crafts Sales Act ("IACSA"), NMSA 1978, § 30-33-1 to 30-33-11, makes it illegal to represent an item as having been made by a Native American or American Indian unless that is true.

The IACSA creates three important definitions that consumers should know. "Indian handmade" and "authentic Indian arts and crafts" mean any