

# Know the Difference!



**COMMERCIAL  
TOBACCO  
IS A KILLER**

CANCER

STROKE

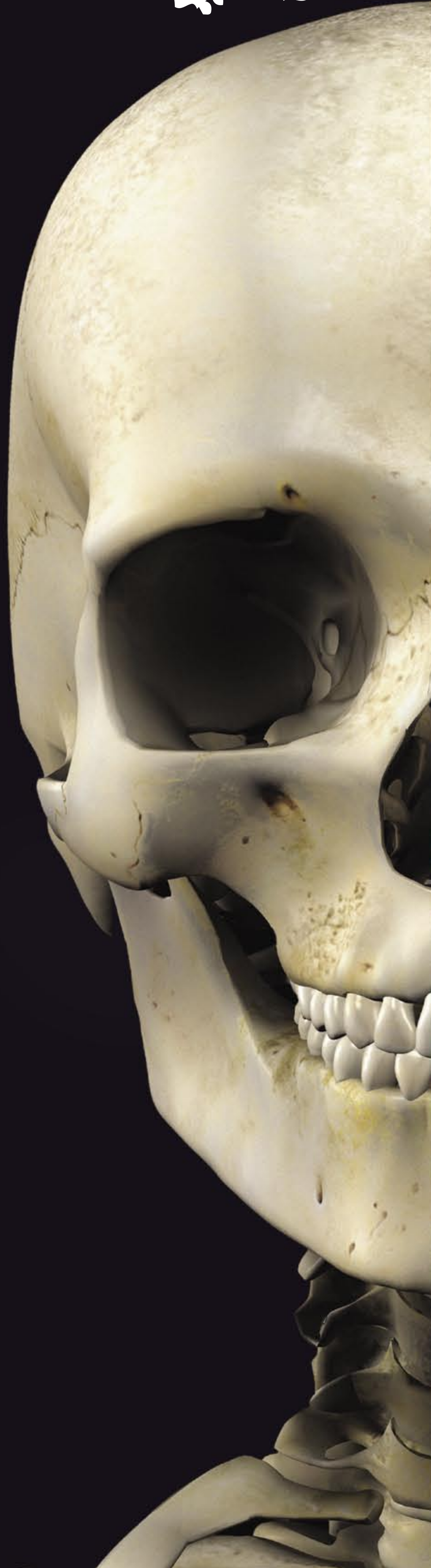
HEART DISEASE

EMPHYSEMA

IMPOTENCE

INFERTILITY

DEATH



**TRADITIONAL  
TOBACCO  
IS A HEALER**

WISDOM

LOVE

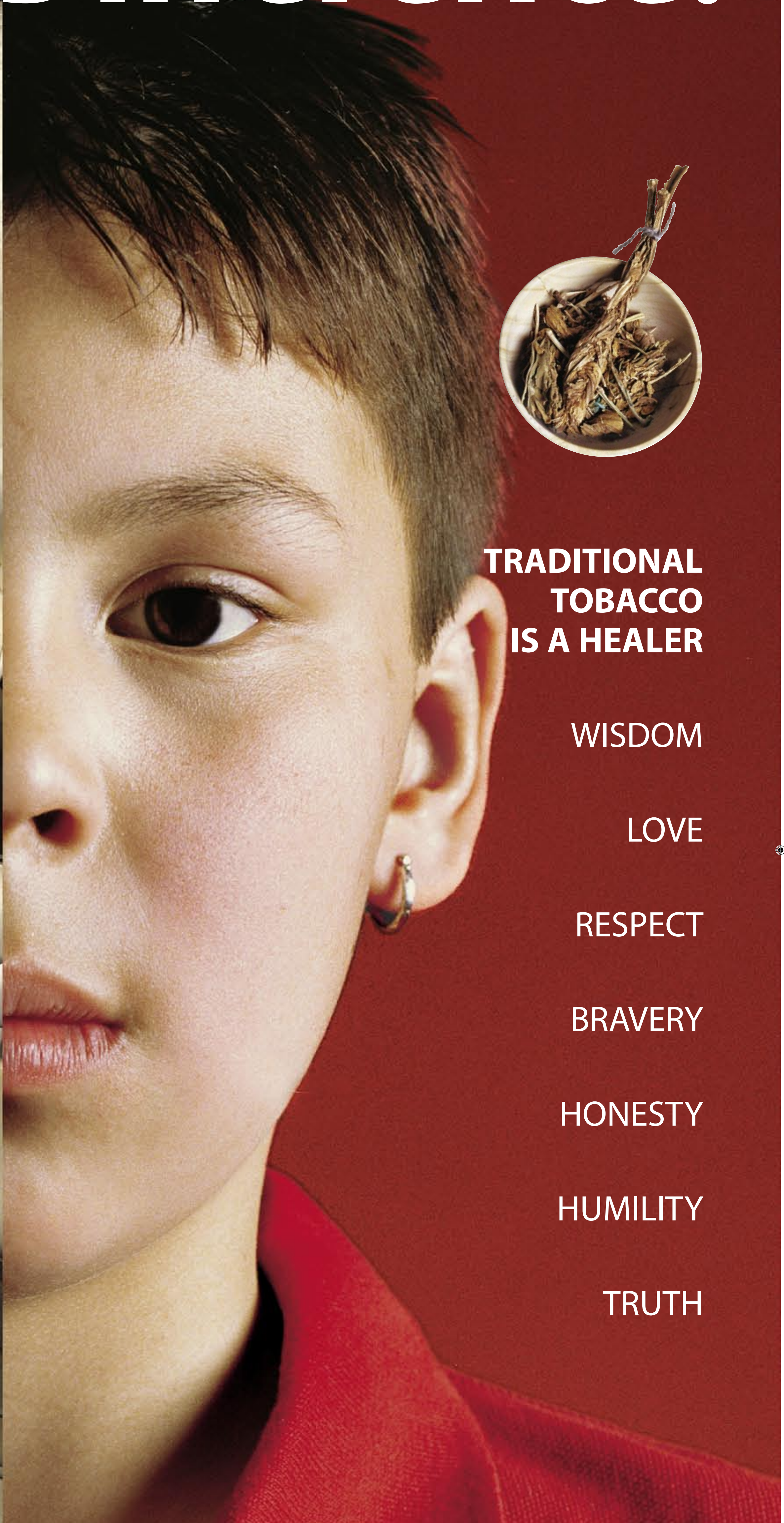
RESPECT

BRAVERY

HONESTY

HUMILITY

TRUTH



**“Traditional Tobacco** is a gift that was given to Aboriginal people by the Creator and it has a spiritual place within our communities. When Tobacco is burned the smoke rises, which provides a link to all the spirits beyond the sky. Tobacco in its original form had both honour and purpose. Traditional Tobacco did not contain all the chemicals that are now put into it. What is sold today has been tampered with for business and profit, taking away from its original purpose.” – ERNIE BENEDICT, ELDER, IROQUOIS NATION

Find out what else the Elders have to say at [www.tobacchowise.com](http://www.tobacchowise.com)

