

HOW TO PLAY?

2-5 PLAYERS

SET UP

Give each player:

- 1 normal Nicofiend  → face-up in your play area
- 2 ordinary NicoFriends  → in your hand
- Shuffle the remaining game cards to make the draw pile

EVERY TURN HAS 2 PARTS

① BATTLE

- Use matching NicoFriends to beat as many Nicofiends as you can.
- Discard the cards used.

② DRAW

- Draw 1 card.
- Resolve the card you draw, then your turn ends.
- You can only battle during the Battle phase

WIN:

When the draw pile is empty, the game ends.

Fewest Nicofiends wins.

Tie? Most NicoFriends left in hand wins.

Still tied? Share the win.

SYMBOL GUIDE



NICOFIEND: Put it in your play area.



MEGAFIEND: When drawn, do its effect, then put it in your play area.



BIG BOSS: Harder to beat. Counts as 2 if left.



NICOFRIEND: Use it to battle.



SPECIAL NICOFRIEND: Keep it until you use it, then discard it.



MYSTERY: Do what it says, then discard it.

- MegaFiends + Big Boss count as Nicofiends.
- Special NicoFriends count as NicoFriends.

BATTLE CARDS:

Match the symbol on your NicoFriend to the symbol on the Nicofiend.



PRESSURE: When other people or the crowd can influence your choice.



FEELINGS: When emotions or moods can influence what you do.



HYPE & MARKETING: When adverts, trends or social media try to grab your attention.



NICOTINE TRICKS: Cravings, urges and the pull to keep using nicotine.

ABOUT NICOFIENDS

Nicofiends are the pressures, feelings and tricks that can make smoking, vaping or using nicotine seem tempting, normal or hard to stop.

They show up through: friends, feelings, adverts, flavours, trends, social media, cravings and more

The good news? Once you spot a Nicofiend, you can think about what might help. NicoFriends are the choices, people and strategies that can help you deal with pressure and make your own decision.

AFTER YOU PLAY

Pick a card and ask:

- Which Nicofiend stood out?
- Where might you spot one?
- What can make vaping or smoking look tempting?
- Why can nicotine make you want more?
- Which NicoFriend could help?

CREATE THE NEXT NICOFIEND

Your idea could become a **real playing card** in this game!

FIND OUT MORE:

ash.wales/nicofiends

