

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



NICOFIEND



"Everyone else is doing it..."

COPYCAT CLAW



NICOFIEND



GO ON GREMLIN



NICOFIEND



“Everyone’s doing it.”

CROWD CLOUD



NICOFIEND



DARE DEVIL



NICOFIEND



BOREDOM BEAST



NICOFIEND



“Anything to make this feeling go away...”

WORRY WOBBLE



NICOFIEND



CURIOUS CRITTER



NICOFIEND



“Join in or miss out.”

LEFT-OUT LURKER



NICOFIEND



FLASHPACK FIEND



NICOFIEND



HYPE HOUND



NICOFIEND



“You keep seeing it for a reason...”

TREND TRAPPER



NICOFIEND



“Sounds sweet, so what’s the problem?”

SWEET-TALK SPRITE



NICOFIEND



STICKY FIEND



NICOFIEND



ONE-MORE MONSTER



NICOFIEND



"This will sort it."

QUICK-FIX FIEND



NICOFIEND



"Forget them. Think about me."

MOMENT MUNCHER



NICOFRIEND



"Give yourself a second."

PAUSE



NICOFRIEND



"I'm riding straight past that one!"

RIDE IT OUT



NICOFRIEND



"You decide what happens next."

YOUR CHOICE



NICOFRIEND



"You don't have to stay in the moment."

WALK AWAY



NICOFRIEND



"Get someone on your side."

BACK-UP



NICOFRIEND



"Check the claim before you believe it."

FACT CHECK



NICOFRIEND



“What are they trying to make you want?”

SEE THE SELL



NICOFRIEND



"Notice it. Don't follow it."

CRAVING CHECK



NICOFRIEND



“Notice what’s trying to grab your attention.”

SPOT THE AD



NICOFRIEND



"Change the moment. Change the mood."

DO SOMETHING ELSE



NICOFRIEND



"Tell someone you trust what's going on."

TALK TO SOMEONE



NICOFRIEND



“Spot it. Question it.”

SPOT THE TRICK



NICOFRIEND



BREAK THE LOOP



NICOFRIEND



"Pressure spotted. Choice protected."

PRESSURE PROOF



MEGAFIEND



"Everyone's doing it - you should too."

PILE-ON PEST

**Player on your left gives you 1
Nicofiend from their play area.
None? Draw 1 extra card.**



MEGAFIEND



“Stopping will make that feel harder.”

WITHDRAWAL WRECKER

**Take the most recently
discarded Nicofiend. Put it
in your play area. None?
Draw 1 extra card.**



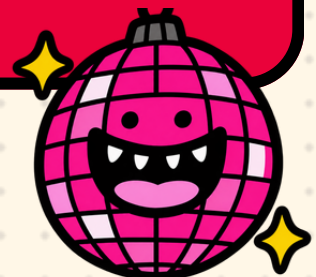
MEGAFIEND



Look at the fun stuff... ignore the risks.

RISK-HIDING RASCAL

**Player on your left randomly
discards 1 NicoFriend
from your hand.**



MEGAFIEND



"One more scroll..."

SCROLL SNATCHER

Draw 2 extra cards.



MEGAFIEND



TIME THIEF

Skip your next Battle Phase.



BIG BOSS



THE BIG HOOK



**Needs 2 matching symbols to beat.
Unbeaten? Counts as 2 Nicofiends.**

MYSTERY



SHINY NEW THING

**Everyone with a Nicofiend
passes 1 to the left.**

SPECIAL NICOFRIEND



"Just the friend you need."

CALL IN THE CREW

**Take any NicoFriend
from the discard pile.
Add it to your hand.**

SPECIAL NICOFRIEND



"Spot it. Pause. Choose for yourself."

MAKE YOUR OWN CHOICE

WILD - counts as any 1 symbol.



SPECIAL NICOFRIEND



"Spot it. Pause. Choose for yourself."

MAKE YOUR OWN CHOICE

WILD - counts as any 1 symbol.



SPECIAL NICOFRIEND



“Not over yet.”

SECOND CHANCE

**If you draw a Nicofiend, put it
under the deck instead.
Ignore its effect. Draw again.**

SPECIAL NICOFRIEND



"No thanks. Not for me."

NOPE

**If you draw a Nicofiend,
discard it instead. Ignore
any effects.**

SPECIAL NICOFRIEND



NOPE

**If you draw a Nicofiend,
discard it instead. Ignore
any effects.**

SPECIAL NICO FRIEND



“Spot what’s coming.”

HEADS UP

**Look at the top 3
cards. Put them back
in any order.**

SPECIAL NICO FRIEND



“You don’t have to face it alone.”

TEAM UP

Help another player in a Battle. Play 1 NicoFriend from your hand for them.