



Overview

In Bad Medicine, you and your opponents lead huge pharmaceutical companies. Your goal is to create names and advertisements for new drugs to cure the current Malady — while downplaying any side effects the folks at the lab may have discovered.

Did we mention your Corporation is huge? It's so huge that the people who formulate the drugs and the people who pitch the drugs don't really talk to each other. So you may be as

surprised as everyone else when you pitch your Corporation's drug and discover what it actually does...

Every round, each player will **formulate** a drug to treat the current round's Malady. Then each player in turn will **pitch** their formulated drug. When all pitches are done, everyone **votes** for their favorite drug. You get points for receiving votes.

After 4 rounds, the player with the most points wins!

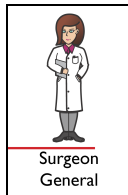
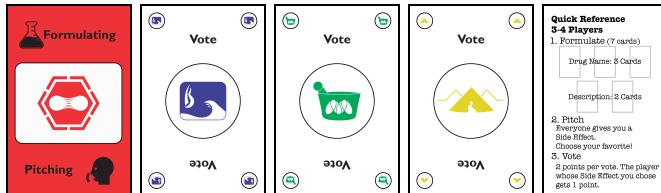
Components

	151 Drug Cards		12 Corporate Logo/Quick Reference Cards (4 different colors; each color has a "Formulating", "Pitching", and "Formulating and Pitching")
	32 Voting Cards (8 Voting Cards for 4 Companies; they all have Quick References on the back.)		4 Quick Reference cards (3-4 player on one side, 5-8 player on the other.)
	1 Surgeon General Card (for the current round's start player and dealer)		1 Malady Card

Individual Play for 3-4 Players

Setup

Everyone takes one “Formulating and Pitching” Corporate Logo card, one Vote card for every **other** corporation in play (**not** including your own!), and a 3-4 Player Quick Reference card.

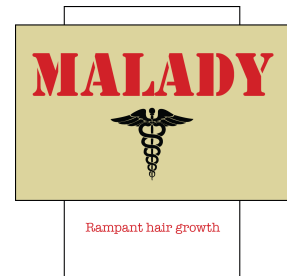


Give the Surgeon General card to the last player who swallowed a pill.

Shuffle the Drug Cards into a draw deck. Leave room for a discard pile.

Flip the top Drug Card face-up and place it beneath the Malady card so that only its bottom red text is showing.

That will be the Malady to treat at the start of the game.



Formulating

Bad Medicine contains Drug Cards that each have three sections: part of a drug name at the top, a descriptive keyword in the middle, and a side effect at the bottom.

The Surgeon General deals everyone 7 cards. Each player simultaneously formulates a drug to treat the current Malady by silently choosing 3 cards for its Name and 2 cards for its Description. Stack your chosen cards face-down in front of you.

You'll have 2 cards left in your hand. Keep them for now. You will play them during the other players' pitches as Side Effects.

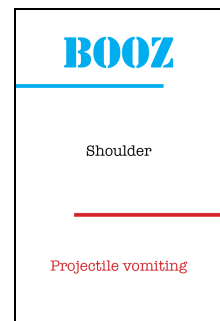
You can see an example of Formulating on page 5.

Note: Later in the game, there might be more than one Malady. In that case, you may treat any or all of these Maladies.

Pitching

Starting with the Surgeon General, each player will try to sell the other players their drug.

To start Pitching, reveal the 3 cards for your drug's name and announce it.



Then, reveal one of your Description cards. Explain how your drug will treat the Malady, using the first card's descriptive Keyword. Next, reveal the other Description card and explain how it too will treat the Malady using its Keyword.

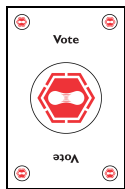
When you're done Pitching, everyone else will give you one of the two cards left in their hand for their Side Effects, shown in red on the bottom of the card. Shuffle them and choose the one whose Side Effect best fits your drug. Then tell everyone why it's not as bad as it sounds!

The player whose Side Effect you chose gets 1 point. Score it by tucking one of the unchosen Side Effect cards beneath his Quick Reference Card. Discard all remaining cards you got from the other players as Side Effects.

Now everyone else draws back up to two cards in their hands to play as Side Effects and the next player Pitches. Keep going until everyone has Pitched.

You can see an example of Pitching on page 7.

Voting and Scoring



Once everyone has Pitched, every player chooses a Vote Card for the Corporation with their favorite pitch. Reveal them simultaneously.

Discard this round's Malady and replace it with the Side Effect of the drug that got the most votes. If there's a tie, all tied players' Side Effects replace the current Malady. This will be the Malady (or Maladies) to treat next round.

Next, everyone scores 2 points for every vote they received. Score them by tucking Drug Cards beneath your Quick Reference card, one card per point.

End of Round

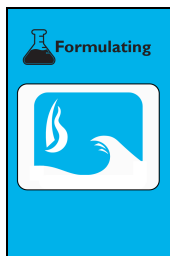
Everyone discards all remaining face-up Drug Cards and any Side Effect cards they have left in their hands. Pass the Surgeon General Card clockwise and start Formulating again.

After the fourth round, the game is over and the player with the most points wins! If there's a tie, play another round.

Team play for 5-8 players

When playing with 5-8 players, everyone will play on teams that rotate every round. One player on a team will Formulate a drug and pass it to the other player, who will Pitch it without having a chance to look at it first!

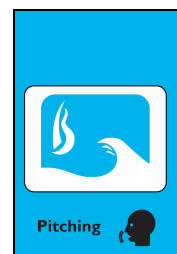
Setup



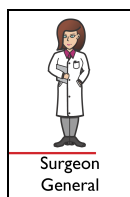
Give the Surgeon General card to the last player who swallowed a pill.

Shuffle the Corporate Logo cards that only say "Formulating" and deal one out face-up to the first player (the Surgeon General), the next to the *third* player, the next to the *fifth* player, and (if you're playing with 7 people) the last to the *seventh* player.

Then look for the Corporate Logo cards that only say "Pitching" that match the colors of the Formulating cards you just dealt.

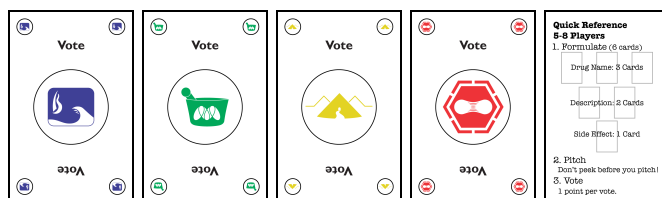


Shuffle them and deal one out to every player who doesn't have a Corporate Logo. The players whose Formulating and Pitching cards match will be teammates this round.



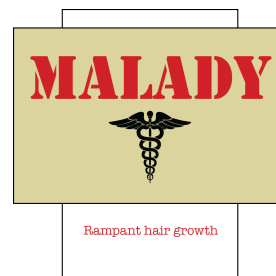
In five- or seven-player games, there will be one "Pitching" card left over. Give this card to the player who holds that Corporation's "Formulating" card.

Give everyone all Vote Cards for all Corporations in play (**including** their own!), as well as a 5-8 Player Quick Reference card.



Shuffle the Drug Cards into a draw deck. Leave room for a discard pile.

Flip the top Drug Card face-up and place it beneath the Malady card so that only its Side Effect is showing. That card's Side Effect is the Malady to treat at the start of the game.



Formulating



The Surgeon General deals every **Formulating player** 6 Drug Cards. The Formulating player treats the current Malady by silently choosing 3 cards for the Name, 2 cards for the Description, and 1 for the Side Effect of their drug.

Stack the chosen cards in order face-down, with the Side Effect card on the bottom. Pass the stack to your teammate, who will be Pitching the drug.

Important: The Pitching players on a team are NOT allowed to peek at any of their cards!

If playing with 5 or 7 players, one player will be both Formulating and Pitching. She will just keep her chosen cards face-down in front of herself.

Note: Want a challenge? Have the Formulating and Pitching player pitch from a random deal of 6 cards!

You can see an example of Formulating on page 5.

Pitching

The Pitching player must now sell the Drug without having peeked at it first! Flip the top three cards to reveal its name. Then, flip cards one at a time—the first Description, the second Description and finally the Side Effect—describing each as you go before looking at the next. In other words, you cannot flip both Description cards simultaneously; you must flip one and try to explain how it works before flipping the next one.



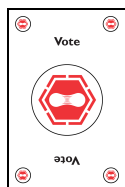
The Side Effect comes

from your Formulating teammate, so you must reveal it at the end of your Pitch and explain why it's not as bad as it sounds.

Note: *There's no scoring for Side Effects in a 5-8 player game, since they come from your own lab!*

You can see an example of Pitching on page 7.

Voting and Scoring



Once everyone has Pitched, every player chooses a Vote Card for the Corporation with their favorite pitch. Reveal them simultaneously.

Teammates are **not** allowed to consult with each other to coordinate their votes.

Important: You can't ever vote for your own Corporation!

Each vote is worth 1 point in the 5-8 player game.

End of Round

After scoring, pass the Corporate Logos and the Surgeon General Card clockwise. Be sure to check who your new teammate is!

As with 3-4 players, the game ends after 4 rounds. The player with the most points wins! If there's a tie, play another round.

Example of Formulating

3-4 Players	5-8 Players																								
In this example, a player has received these seven cards for the Malady of “rampant hair growth”.	In this example, a player has received these six cards for the Malady of “rampant hair growth”.																								
<table><tr><td>BOOZ</td><td>VA</td><td>QUO</td></tr><tr><td>Shoulder</td><td>Body temperature</td><td>Tail</td></tr><tr><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>Projectile vomiting</td><td>Must sleep 20 hours a day</td><td>Recurring nightmares</td></tr></table>	BOOZ	VA	QUO	Shoulder	Body temperature	Tail	_____	_____	_____	Projectile vomiting	Must sleep 20 hours a day	Recurring nightmares	<table><tr><td>BOOZ</td><td>VA</td><td>QUO</td></tr><tr><td>Shoulder</td><td>Body temperature</td><td>Tail</td></tr><tr><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>Projectile vomiting</td><td>Must sleep 20 hours a day</td><td>Recurring nightmares</td></tr></table>	BOOZ	VA	QUO	Shoulder	Body temperature	Tail	_____	_____	_____	Projectile vomiting	Must sleep 20 hours a day	Recurring nightmares
BOOZ	VA	QUO																							
Shoulder	Body temperature	Tail																							
_____	_____	_____																							
Projectile vomiting	Must sleep 20 hours a day	Recurring nightmares																							
BOOZ	VA	QUO																							
Shoulder	Body temperature	Tail																							
_____	_____	_____																							
Projectile vomiting	Must sleep 20 hours a day	Recurring nightmares																							

CHA

Sense of vision

Excessive bellybutton lint

TUF

Fingers

Loss of short-term memory

NU

Ligaments

Skin tags

MET

Fingernails

Pores literally emit smoke

She thinks about it and decides to come up with a drug named “Tufboozcha”, which will use the keywords “Body Temperature” and “Fingernails”.

She makes a stack with these cards at the top...

TUF

Fingers

Loss of short-term memory

BOOZ

Shoulder

Projectile vomiting

CHA

Sense of vision

Excessive bellybutton lint

...and these cards at the bottom...

VA

Body temperature

Must sleep 20 hours a day

MET

Fingernails

Pores literally emit smoke

...which leaves her with two cards in her hand:

TUF

Fingers

Loss of short-term memory

NU

Ligaments

Skin tags

MET

Fingernails

Pores literally emit smoke

She makes a stack with these cards at the top...

BOOZ

Shoulder

Projectile vomiting

MET

Fingernails

Pores literally emit smoke

TUF

Fingers

Loss of short-term memory

...these cards in the middle...

NU

Ligaments

Skin tags

QUO

Tail

Recurring nightmares

...and this card at the bottom.

VA

Body temperature

Must sleep 20 hours a day

She passes the stack of cards to her Pitching partner. He can't look at them yet!

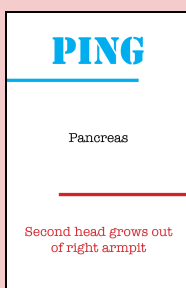
<div> <div>QUO</div> <div>Tall</div> <div>Recurring nightmares</div> </div> <div> <div>NU</div> <div>Ligaments</div> <div>Skin tags</div> </div>	
--	--

Example of Pitching

3-4 Players	5-8 Players
<p>Our player now starts her pitch: “Rampant hair growth getting you down? Talk to your doctor about Tufboozcha!”</p> <p>She reveals the top three cards in her stack.</p> <div> <div> <div>TUF</div> <div>Fingers</div> <div>Loss of short-term memory</div> </div> <div> <div>BOOZ</div> <div>Shoulder</div> <div>Projectile vomiting</div> </div> <div> <div>CHA</div> <div>Sense of vision</div> <div>Excessive bellybutton lint</div> </div> </div> <p>She flips the next card in her stack and continues her pitch: “Tufboozcha works by occasionally dipping your body temperature...”</p> <div> <div> <div>VA</div> <div>Body temperature</div> <div>Must sleep 20 hours a day</div> </div> </div> <p>Then she flips the last card in her stack. “...Which allows you to remove all that excessive body hair with only the force of your fingernails.”</p>	<p>The pitching player now starts his pitch, still without having seen a single card. He starts: “It’s time you showed your rampant body hair who’s boss! We’d like to show you...”</p> <p>He flips the top three cards from his stack.</p> <div> <div> <div>BOOZ</div> <div>Shoulder</div> <div>Projectile vomiting</div> </div> <div> <div>MET</div> <div>Fingernails</div> <div>Pores literally emit smoke</div> </div> <div> <div>TUF</div> <div>Fingers</div> <div>Loss of short-term memory</div> </div> </div> <p>“Boozmettuf! It will deal with your hair growth by...” He flips the next card.</p> <div> <div> <div>NU</div> <div>Ligaments</div> <div>Skin tags</div> </div> </div> <p>“...redirecting the growth of hair inwards, into your ligaments. This has the added benefit of making your ligaments hardier, more adaptable to cold environments, and more attractive. Also...”</p>



Now it's time for the Side Effect. The other players pass the Pitching player the following cards from her three opponents. She shuffles them face-down and looks at them.



She chooses the third card, reveals it, and says, "We've heard reports from the lab that some volunteers reported fleshy appendages growing out of their chests. But we're happy to say that most volunteers enjoyed having the extra limb for tasks like cooking or video game playing. We will be releasing a new clothing line that will suit your new body next fall."

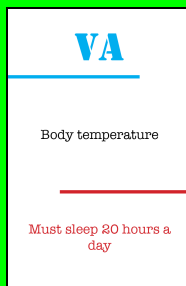
She gives one of her un-chosen Side Effect cards to the player who gave her the "Fleshy appendage grows out of chest" card. He sticks it underneath his Quick Reference card to show that he got a point for having his Side Effect chosen.

He flips the next card.



"...If you don't take Boozmettuf, the next step in the malady after rampant hair growth is the growth of a small tail. Boozmettuff is the only drug that keeps this tail from growing. It keeps you human!"

Now it's time for the Side Effect. The player reveals the final card...



"Unfortunately, Boozmettuf can't clear up all your conditions, and you may notice some animalistic behavior continuing to seep in. Most notably, you may notice that you're sleeping 20 hours a day. But at least you'll be waking up to a clean bed, with no shed hair!"



Game Design: Gil Hova

Illustrations and Cover Art: Scott Hartman

Thanks to everyone who playtested this game!

