



# Rulebook





# Introduction

In Potions and Profits, you are a Wizard representing one of many pharmaceutical corporations looking for new Potions to invest in. Research and Development pitches a number of possible projects and you must decide which venture will be best for your business. Be careful though as you are not the only Wizard looking to add new Potions to your product line. Competing Wizards will try to outbid you for Potions and the higher the bids get, the more funding R&D acquires to experiment with these projects. By the time each Wizard has chosen a Potion, the Potion may have little resemblance to the product R&D promised to make.

Try your best to balance both your Stock Value and your Public Relations as new Potions are added to your business. The most profitable Potions tend to be the least ethical but that doesn't matter so long as your investors are happy and not too many protesters are kicking down your door. Become the most profitable corporation you can by either monopolizing one type of Potion or by simply having the best pharmaceutical line around. It's just business, magical or otherwise.





# Game Contents



12 Color Tokens  
(2 of each color)



6 Character Tokens  
(2 Sided)



51 Investment Cards



Dealer Token



40 Potion Cards



30 Ingredient Cards

### Score Tracker



# Objective of the Game

Have a monopoly by owning 3 Potion Cards of the same type.



Harmful  
Potions



Helpful  
Potions



Vanity  
Potions



Strange  
Potions

– Or –

Own 3 Potion cards of any type and reach a Public Relations (PR) Value of 16 or greater.





# Who Starts?

The Wizard (player) who has most recently had a disastrous experiment is the Dealer.  
(If the experiments are too embarrassing to confess, choose the dealer by another random method.)

## Setup

Each Wizard takes two Color Tokens and a Character Token of the same color. The Character Token is placed in front of the player (to indicate which pawns represent them.)



Wizards begin with a Stock value of 5 and a Public Relations (PR) value of 8. These are tracked using their Color Tokens on the score tracker. The numbers in the center of the board represent Stock Value while those around the board are the PR Value.



Divide the cards into three piles and shuffle. One each for the Ingredients deck, the Investments deck, and the R&D Department's Potions deck. The ingredient cards have different colored backs but should still be shuffled together randomly. If at any point a deck is depleted, the discard pile is shuffled to form a new deck.



Deal 5 Investment cards and 5 Ingredient cards to each Wizard.  
Deal Potion cards equal to the number of Wizards face up in the center of the play area.





# Potion Cards



Potion cards are the basic Potions that are developed by Research and Development. There are four types of Potions: Helpful (🌀), Harmful (📉), Vanity (📈), and Strange (🧪). The Potion type is shown in the upper center of each Potion card.

In the upper left section is the Tiebreaker value. This is used to determine who wins when two Wizards reach a win condition simultaneously. The wizard who owns the Potion with the highest Tiebreaker Value will be the winner.

- 1 Tiebreaker Value
- 2 Type of Potion

In the lower left segment is the Base Stock Value and the lower right section is the Base PR Value. These will be adjusted by Ingredients.

- 3 Base Stock Value
- 4 Base PR Value



Vanity (📈) Potions are generally safe and have positive values. Helpful (🌀) Potions have good PR but are bad for Stock Values. Harmful (📉) Potions are great for Stock Values but are terrible for PR. Strange (🧪) Potions have odd values that are unpredictable.

# Ingredient Cards

There are three types of ingredients:



Good (Blue)



Bad (Red)



Weird (Green)



- 1 For All Ingredients: The lower left section shows the Stock value that is added to or subtracted from the base Stock value of the Potion.
- 2 For all Ingredients: The lower right section shows the PR value that is added to or subtracted from the base PR value of the Potion.
- 3 For Weird Ingredients: A special effect description is shown on the card. If the card says 'play face up', then the Ingredient is mixed into a Potion face up so that all can see its effect. All others are mixed in face down to the Potion for a surprise when the Potion is picked.

# Investment Cards

Investment Card Values Range from 1-9



There are 3 types of special Investment cards, called Magic Tricks, in the game. The Smoke Bomb, Trick Coin and, Tradesies!. They can be played (bid) face up for their special effect OR face down to be treated like a regular Investment card with a value of 10. A face up Magic Trick has a value of 0.



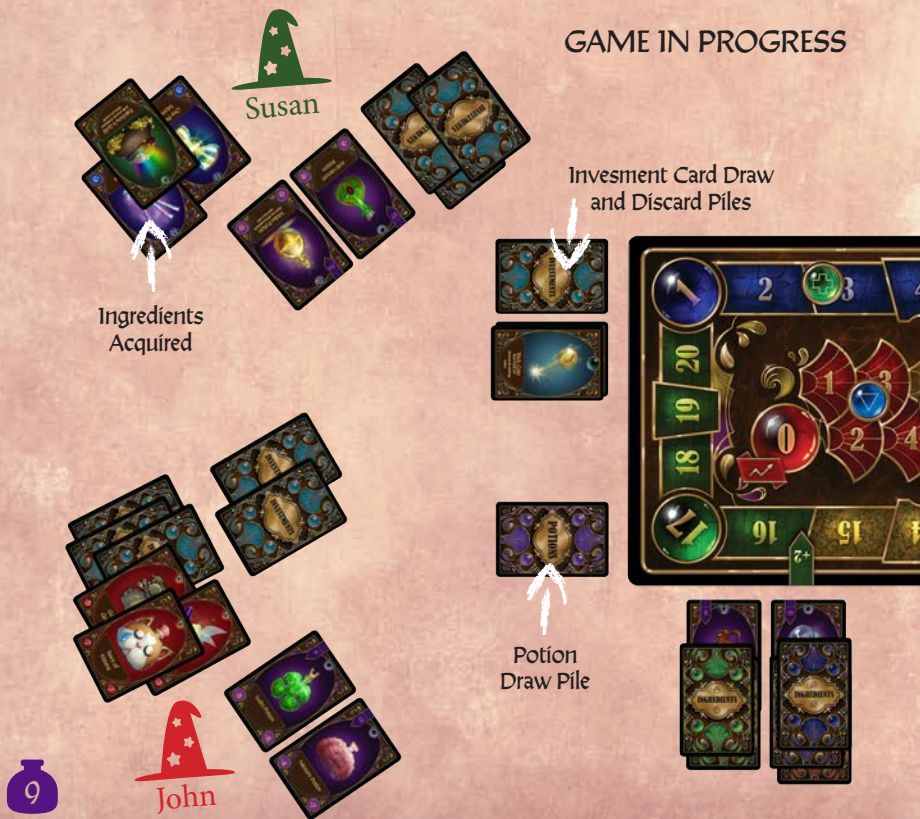
If two trick coins are played in the same round, the picking order returns to normal, highest to lowest.



# Round Order

A round consists of the following 6 phases.  
Each is described in further detail below.

- 1 The dealer deals the appropriate number of Investment cards to each Wizard.
- 2 Draw and discard Ingredient cards.



- 3 Reveal the current offerings from Research and Development Department by pulling cards from the Potions deck.
- 4 Bid and mix Ingredients into Potions.
- 5 Wizards pick Potions according to the order determined by the bidding.
- 6 Collect Potions and adjust Stock and PR values.



# Phase One:

## Deal Investment Cards

Except for the first round (in which Wizards started with 5 Investment cards), each Wizard is dealt 3 Investment cards at the beginning of each round. Wizards can receive more or fewer Investment cards based on their PR and Stock Values or by owning other special Ingredients or Potions. Additions and subtractions to the number of Investment cards received are shown below.



PR Value	Stock Value	Number of Cards Received
	10	Plus 1 Card
1-5		Minus 1 Card
6-10		No Change
11-15		Plus 1 Card
16 or More		Plus 2 Cards

Investment cards received are cumulative.

### EXAMPLE

For example, if John has a PR of 13 and a Stock value of 10, he would receive 2 extra Investment cards (One for Stock and one for PR). If Susan has a PR value of 3 and a Stock value of 10, she would still receive 3 Investment cards because the plus 1 card and minus 1 card cancel each other out. If Bill has a PR of 3 and a Stock value of 8, he would only receive 2 Investment cards because he is minus 1 card.



## Phase Two:

### Discard and Draw New Ingredient Cards

Each Wizard is dealt Ingredients until they have a total of 5 in their hand. Then, starting with the Dealer and going clockwise, each player may once discard any unwanted ingredients and then draw new ingredients equal to the number they have discarded.



### EXAMPLE

For example, John has three red Ingredient cards in his hand. Because he has very high value Investment cards, he decides to discard them and try to draw blue Ingredient cards to make his picked potion better. He discards three cards and then draws three new ones. Or, Susie notices that the next card is a Weird Ingredient, which will have a special effect. Hoping for something that will help her out, she discards a card in her hand to pick up the Weird Ingredient card.



## Phase Three:

### Reveal New Potions from the R&D Corp

Potions are drawn from the Research and Development's Potion deck and placed face up in the middle of the play area. The number of Potions for each round always equals the number of Wizards in the game.

Players	Number of Potions Cards
2	2 Potion Cards
3	3 Potion Cards
4	4 Potion Cards
5	5 Potion Cards
6	6 Potion Cards

Some Potions have special effects, such as changing the values of ingredients when chosen or the effect may be ongoing once you have claimed it.



### EXAMPLE

Bill successfully bid to be first in the picking order. The Mystery Potion which had an unknown value is changed to become the Love Potion with +7SV and +7PR. With him already owning two vanity potions, he immediately picks the previously unknown potion.

Susan successfully gains the Midas Potion, so every round that she receives Investment cards, she gets one more. This is in addition to the Investment card bonuses for PR and Stock value.

# Phase Four:

## Bid and Add Ingredients to Potions

For the purposes of bidding the number of Investment cards are counted, not the value. The value of the Investment cards is used to determine the order for picking Potions in Phase Five.

### Round 1

DEALER



3 Cards Bid



Hidden Bid Value of 11  
(Second Pick in Phase Five.)

2 Cards Bid



Hidden Bid Value of 15  
(First Pick in Phase Five.)

2 Cards Bid



Hidden Bid Value of 7  
(Third Pick in Phase Five.)

2 Cards Bid



Hidden Bid Value of 5  
(Fourth Pick in Phase Five.)

Bidding starts with the Dealer and then continues to their left.  
Wizards have four choices when bidding:

Match, Raise, Pass, Going All In, or Magic Trick.



## Match:

The Wizard bids the same number of Investment cards as the player with the current highest bid (or bids 1 or 2 Investment cards if they are the very first to bid). They must then mix an Ingredient into a Potion. Note that the maximum number of Ingredients that can be mixed into any single Potion is three Ingredient cards.

### EXAMPLE

For example, Susan bids 2 Investment cards and places the Dragon Fire Ingredient in front of the Sweet Smelling Potion. Bill matches her bid with 2 Investment cards and places the Swamp Water Ingredient in front of the same Potion.

John Raises Bill's bid and wants to add an Ingredient card to the Soothing Lotion Potion, but can't because that Potion already has three Ingredients so he must place an Ingredient card in front of another Potion.

## Raise:

The Wizard bids one more Investment card than the Wizard with the highest number of Investment cards. They must then mix an Ingredient into a Potion.

DEALER



Susan



Bids: 2

Investment Card

SECOND  
PLAYER



Bill



Bid: 2 Investment  
Card to Match

THIRD  
PLAYER



John



Bid: 3 Investment  
Cards to Raise

FOURTH  
PLAYER



Stacy

Bid: Choose to pass

## EXAMPLE

For example, Bill bids first and bids 2 Investment cards. He then places the Swamp Water Ingredient face down in front of the Shrinking Potion. Bill raises the bid by bidding 3 Investment cards and places the Broken Heart Ingredient face down in front of the Sweet Smelling Potion.

## Pass:

The Wizard bids no Investment cards and does not mix in any Ingredients. They are out of the bidding for the rest of the round. If they have not bid any Investment cards this round, they still pick a Potion when bidding is finished but with a bid value of 0.

## Going 'All In':

If a Wizard doesn't have enough cards to match the current bid, they can go 'All In' by bidding the remainder of their Investment cards. A Wizard going "All In" must still mix an ingredient into a Potion.

SECOND  
PLAYER



Bid: 3 Investment Cards

THIRD  
PLAYER



Bid: 2 Investment Cards  
Going 'All In'

## EXAMPLE

For example, John must bid 3 more Investment cards to match but only has 1 card left in his hand. He announces that he is going 'All In' and bids his final card.

## Magic Tricks:

When playing a Magic Trick Investment card the Wizard may bid it face up or face down. Investment cards bid face down have a value of 10. If a Magic Trick is bid face up, the special effect of the card takes place and the value of the Investment card is 0.

SECOND  
PLAYER



Bid: 3 Investment Cards

THIRD  
PLAYER



Bid: 1 Investment Card  
Plus Tradesies!

SECOND  
PLAYER



Bid: 1 Investment Card



THIRD  
PLAYER



Bid: 3 Investment Cards

### EXAMPLE

For example, Bill has raised the bid by 3 Investment cards. John plays the 'Tradesies' card face up. He exchanges his bid of Investment cards with Bill's, so he has now matched the current bid total and the next Wizard must match or raise the bid.

When it is Susan's turn, she really wants one of the potions and plays any Magic Trick card face down, which adds 10 to her Investment total.

Once all Wizards have passed or gone "All In" bidding is over.



# Phase Five:

## Pick Potions

Once all bidding is complete, Wizards reveal their Investment cards. The Wizard with the highest sum of Investment card values gets first pick of the Potions. In the event of a tie, the Wizards break the tie by the order in which they were bidding that round. All Investment cards that were used to bid are placed in a discard pile. Unused Investment cards remain in The Wizard's hand for the next round.

DEALER

 Bill	 Susan	 John	 Stacy
			
15 Bid Value First Pick	11 Bid Value Second Pick	7 Bid Value Third Pick	5 Bid Value Four Pick



When the Wizard picks a POTION, they reveal the Ingredients added to that POTION, one by one. The Wizard discloses the sum of the Stock and the PR values the POTION will give them with all added Ingredients.



See Example Below



+2 Stock Value  
0 PR Value



0 Stock Value  
+6 PR Value



+2 Stock Value  
+8 PR Value



+7 Stock Value  
+8 PR Value

If any Potions go unpicked due to a 'Smoke Bomb' card, the unpicked Potions are put at the bottom of the POTION deck and all Ingredients added to them are placed in the Ingredients discard pile.

### EXAMPLE

For example, Stacy successfully wins the Night to Day potion with an effect that changes added Ingredients negative values to positive. When all added Ingredients are revealed for this POTION and the changes made, the total Stock Value is now +12 and the PR Value is +10. Now those values are added to the POTION making the total value of the POTION +2 and 0

## Phase Six:

### Collect Potions, Adjust Stock and PR Values

Wizards take their Potions and the mixed Ingredients attached to the Potion card. Wizards can only have a maximum of 3 potions at a time. But have the ability to discard one they currently own with one they just collected. Wizards cannot discard the Potion they just collected.



Each Wizard's Stock and PR value are adjusted with the new Potion's values. Discarded Potions do not alter a Wizard's Stock and PR values by being discarded.

A Wizard's maximum Stock Value is 10 and the PR value maximum is 20. The PR minimum is 1 and cannot go lower. If a Wizard's Stock value drops to 0, they have gone BANKRUPT.

### BANKRUPT!

For example, when Stacy collects her Potion and adjusts her Stock and PR values, her Stock has gone to 0, or lower. She is Bankrupt. Stacy must discard all her Potions and her Ingredient and Investment cards. She then receives a government bailout and given 5 new Investment and Ingredient cards. Her Stock is reset to 5 and her PR to 8."



# Determining the Winner

If a Wizard owns 3 Potions of the same type OR has any 3 Potions and a Public Relations rating of 16 or greater, they win the game! If two or more Wizards do this simultaneously, the Wizard who owns the Potion with the highest tie breaker value wins.



+ Public Relations Value 16 or More

## EXAMPLE

Stacy has collected three Helpful Potions (🌀) at the end of the round and is declared the winner.

OR

John has 3 Potions of any type and his PR rating is 18. He is the winner.

OR

Both John and Stacy reach a win condition at the end of the same round. Each looks at their Potion cards. John's highest Tiebreaker value is 35 from the Polymorph Potion while Stacy is only 30 from the Sweet Smelling Potion. John is the winner!

If no Wizard has won the game, begin a new round. The next Dealer is the Wizard who was on the previous Dealer's left.

# Card Explanation

## Unique Card Text Reference

**Trick Coin:** (If Played Face Up) Reverse the picking order.

**Smoke Bomb:** (If Played Face Up) Opt out of bidding and picking this round, return all Investment cards to your hand.

**Tradsies!:** (If Played Face Up) Trade your current bid with another wizard's bid.

**Clerical Error:** Swap the SV and PR of the potion and all attached Ingredients. (ex.  $-5\text{ SV} +2\text{PR} = +2\text{SV} -5\text{PR}$ )

**Rainbow's Gold:** Gain an extra Investment card every round.

**Cannibal's Spit:** When this potion is collected, another Potion the wizard owns must be discarded if possible.

**Siren's Voice:** (Play Face Up) This potion must only be picked by the wizard picking first.

**Banshee's Wail:** (Play Face Up) This Potion must only be picked by the wizard picking last.

**Seal of Protection:** All other Ingredients mixed into this Potion have no effect.

**Magician's Hat:** When you pick this Potion, if any other wizard has picked a Potion before you, trade this Potion with one already picked

**Crystal Ball:** (Play Face Up) All current and future Ingredients mixed into this Potion are flipped face up

**Day to Night Potion:** All positive Ingredient effects on this Potion are changed to negative. (ex. an ingredient which grants  $+5\text{pr} -2\text{sv} = -5\text{pr} -2\text{sv}$ ) **NOTE:** The end result of a potions value could still be negative or positive.

**Night to Day Potion:** All negative Ingredient effects on this Potion are changed to positive. (ex. an ingredient which grants  $+5\text{pr} -2\text{sv} = +5\text{pr} +2\text{sv}$ ) **NOTE:** The end result of a potions value could still be negative or positive.

**Truth Serum:** Once per round, look at another wizard's face down Investment cards.

**Midas Potion:** Gain an extra Investment card every round.

**Polymorph Potion:** This Potion counts as any Potion type.

**Mystery Potion:** When this Potion is picked, discard this Potion and replace it with whatever Potion is on the top of the Potion deck. All the Ingredients that were mixed into this Potion are mixed into the new Potion.

# Credits



Design – Zoran Dobrijević  
Art – Alyssa McCarthy and Kent Hamilton  
Layout – Andrew Frisch  
Editing – Deborah Bean



**PETERSEN**  
— GAMES —

Guidance Ro-man – Sandy Petersen  
Project Director – Arthur Petersen  
Business Manager – Christine Graham  
Design, Development, Playtesting, Knacker – Lincoln Petersen  
Art Director – Tony Mastrangeli  
Illustration – Graey Erb; Alyssa McCarthy  
Sales Manager – George Botelho  
Shipping Manager – Christy Crace  
Customer Support – Nathan Bishop; George Botelho  
Community Support – Pierre “Pit” Lanrezac





# Round Order

## Quick Reference

---

A round consists of the following 6 phases.  
Each is described in further detail below.

**Phase One:**  
Deal Investment Cards

**Phase Two:**  
Discard and Draw New Ingredient Cards

**Phase Three:**  
Reveal New Potions from the R&D Corp

**Phase Four:**  
Bid and Add Ingredients to Potions

**Phase Five:**  
Pick Potions

**Phase Six:**  
Collect Potions, Adjust Stock and PR Values