


NEW for Equimax[®] and term!
Get the complete package.



Life insurance Critical illness insurance rider

EASY SALES PROCESS

One illustration. One policy. One policy fee. One step sale!

BUNDLED PROTECTION

Adding critical illness insurance to new and existing life insurance policies provides your clients with comprehensive coverage.

Life Insurance	Critical illness insurance
Creates or preserves an inheritance and helps replace an income to provide for loved ones.	Provides funds for personal and medical expenses during recovery.

UPDATED APPLICATION FORM #350 & OTHER MARKETING MATERIAL

- Life and critical illness insurance application form (350) is available for order through Supply. The fillable [PDF version](#) is available on EquiNet[®] under Insurance – Forms.
- Updated client brochures, advisor guides, sales solutions, etc. are available on [EquiNet](#).

UPDATED ONLINE APPLICATIONS

EZcomplete[®] and InsuranceAssist now include critical illness insurance riders on term life, Equimax[®] participating whole life and Equation Generation[®] IV universal life policies.

UPDATED ILLUSTRATION SOFTWARE VERSION 17-3 AVAILABLE FOR DOWNLOAD ON JUNE 19, 2017

WHO CAN YOU CONTACT FOR MORE INFORMATION

Contact your Regional Sales Manager or your Equitable Life Advisor Service Team.

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