



EQUITABLE



Build your future by taking control of your taxes

Equitable Advantage MaxSM

Life Insurance: • Is Not a Deposit of Any Bank • Is Not FDIC Insured • Is Not Insured by Any Federal Government Agency
• Is Not Guaranteed by Any Bank or Savings Association • Variable Life Insurance May Go Down in Value

Equitable Financial Life Insurance Company (NY, NY) and Equitable Financial Life Insurance Company of America

**Live More.
Keep More.
Build More.**

With Equitable Advantage MaxSM, it takes just 48 hours to put a plan in place for potential tax-free income in retirement. Your policy can help you live more for today, keep more of the money you earn through tax-deferred growth and build more for tomorrow.



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Maximize your future

Equitable Advantage MaxSM can be a smart addition to your portfolio that provides tax-deferred growth, potential tax-free income and an income tax-free death benefit.



A potential tax-free strategy

Equitable Advantage MaxSM can be a valuable part of your overall retirement income strategy. When you're building wealth, the accounts you use can either be taxable, tax-deferred or tax-free. Permanent life insurance can be that third category – tax-free.



Many of the same benefits as a Roth IRA

If you have maximized your Roth IRA contributions (the maximum is \$6,000 per year, \$7,000 if age 50 or older) or you do not qualify for a Roth IRA, consider Equitable Advantage MaxSM as an alternative. Like a Roth IRA, Equitable Advantage MaxSM offers tax-deferred growth, tax-free income and no required minimum distributions (RMDs).

Things to think about before moving ahead:

While there are similarities between a Roth IRA and cash value life insurance, there are also differences. A Roth IRA is an IRS plan designed to facilitate retirement savings. Cash value life insurance is a contract that builds value and provides a death benefit backed by the claims-paying abilities of the issuing life insurance company. Carefully review all the features, benefits and costs of a cash value life insurance policy with your financial professional before making a purchase.

- If your life insurance policy lapses, you will lose the death benefit and may lose substantial money in the early years.
- To be effective, you need to hold the policy until death. A life insurance policy generally takes years to build up a substantial cash value.
- Tax-free distributions will reduce the cash value and death benefit amount of the policy. You may need to pay higher premiums in the later years to keep the policy from lapsing.
- You must qualify medically and financially for life insurance, unlike a Roth IRA.



An efficient experience from beginning to end

With Equitable Advantage MaxSM, the entire experience is just 48 hours. With your permission, our no-touch medical process reviews digital records for a smoother experience. That means you won't need labs or exams to get Equitable Advantage MaxSM, so you can get the coverage you need faster and with no surprises.

Variable universal life

Variable universal life (VUL) insurance is a type of life insurance that has potential to build cash value. When you make premium contributions, your money is invested in a wide variety of investment options. You can choose from any of the available investment options. In addition, VUL pays a life insurance benefit that can be used to replace your income or cover expenses.

How does VUL work?

When you make premium contributions into your variable universal life policy, a portion of your contribution goes toward the life insurance benefit that protects your family.

- Your cash value grows each time you make a contribution.
- Like an investment account, your cash value will fluctuate with the performance of your selected investment options.
- You have the freedom to take tax-free distributions from your cash value.
- You have complete freedom to choose to invest in any of the available investment options, with no restrictions.¹

Like many investments, there is risk with variable life insurance, including the possible loss of principal invested. Variable life insurance has additional charges, including surrender charges, mortality and expense risk charges, insurance charges, a front-end load and possible charges for additional riders. Be sure to consider these before making a purchase.

Variable:

Refers to your ability to invest in options where values will vary because they are invested in the stock and/or bond markets.

Universal:

Means you have flexibility in making payments. Your payments, and the timing of those payments, can vary from nothing to a maximum amount.²

Benefits of Equitable Advantage MaxSM

- **48 hours — start to finish**
- **Potential tax-free income**
- **More control over your tax bracket**
- **No income contribution limits**
- **Withdraw money at any age without penalties — no RMDs or waiting until age 59½**

Note: Under current federal tax rules, you may access your cash surrender value by taking federal income tax-free loans or withdrawals from a life insurance policy that is not a Modified Endowment Contract (MEC) of up to your basis (total premiums paid) in the policy. Certain exceptions may apply for partial withdrawals during the policy's first 15 years. If the policy is a MEC, all withdrawals or loans are taxed as ordinary income to the extent of gain in the policy, and may also be subject to an additional 10% premature distribution penalty if taken prior to age 59½, unless certain exceptions apply. Loans and partial withdrawals will decrease the death benefit and cash value of your life insurance policy and may be subject to policy limitations and income tax. In addition, loans and partial withdrawals may cause the policy benefits and riders to become unavailable and may increase the chance your policy may lapse. If the policy lapses, is surrendered or becomes a MEC, the loan balance at the time would generally be viewed as a distribution, and therefore taxable under the general rules for distribution of policy cash values.

¹ There are restrictions if certain riders are added to the policy.

² Your policy's cash value must be sufficient to cover monthly charges.

Equitable Advantage MaxSM in action

Take control of your taxes



Meet Lee

- Age 40
- Two children
- Annual income \$250,000

Lee is a saver. He puts money in his taxable brokerage account and contributes the maximum to his employer's tax-deferred 401(k) plan. He needs additional life insurance for himself to protect his two children — Emily, age 6, and Bradley, age 9. He would also like a way to save in a tax-free account, to keep his taxes down when he retires, but makes too much money to contribute to a Roth IRA.

Working with his financial professional, Lee decides to get an Equitable Advantage MaxSM policy.

Build wealth

In his working years

Lee maximizes his premium payments to Equitable Advantage MaxSM. This provides the potential to maximize the cash value, which grows tax-deferred, much like his 401(k).

Generate tax-free income

In retirement

When Lee is ready to retire, he can help keep his tax bracket down, instead of drawing all his income from investments that are fully or partially taxed. By integrating tax-free income from cash value life insurance into his portfolio, he can help control his taxes and live more comfortably in retirement.

Leave a legacy

For his children

Equitable Advantage MaxSM will provide for his children with an income tax-free death benefit as long as the policy is in force.³

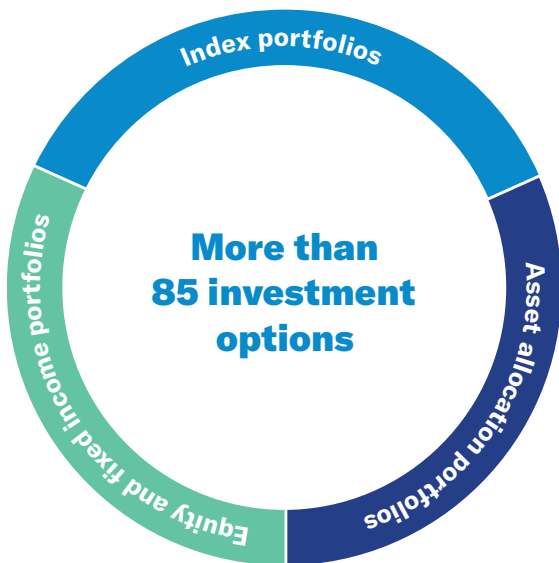
³ Please refer to the note on previous page for information on accessing your cash surrender value.

The flexibility to choose

A simple way to diversify

We work with nationally recognized fund managers to offer a wide variety of investment options featuring index, asset allocation and a diverse selection of equity and fixed income options.

That way, regardless of your investment style, risk tolerance, time horizon or financial goals, you can build a strategy that is right for you. The money you have in the variable investment options will fluctuate in value and is subject to market risk, including possible loss of principal.



Choose the strategies and options that work for you. You can change your allocations as your needs and preferences change down the road.

More than 85 investment options

Portfolios designed for your investment style



Market Stabilizer Option® (MSO) Indexed Options

When you need an extra level of protection during various life stages or periods of market volatility, our innovative MSO Indexed Options allow you to take advantage of growth opportunities and help protect you during a market downturn. These options' performance is linked to the S&P 500® Price Return Index, up to a growth cap rate, and includes protection against declines up to a stated rate. Please note, there is risk of substantial loss because you would be responsible for losses in excess of the stated rate.



Index portfolios

Participate in well-diversified portfolios with market performance while minimizing costs. Select a single index option or use our wide selection covering the asset classes you need to build an index strategy to match your risk tolerance.



Asset allocation portfolios

Match your risk tolerance with traditional asset allocation portfolios ranging from conservative to aggressive. All our asset allocation portfolios are broadly diversified.



Equity and fixed income portfolios

If you prefer a more actively managed strategy, you have access to more than 65 equity and fixed income options from some of the most respected money managers in the world.

**Live More.
Keep More.
Build More.**

With **Equitable Advantage MaxSM**, you can live more for today, keep more of the money you earn through tax-deferred growth and build more for tomorrow.

For more information or to see if **Equitable Advantage MaxSM** is the right fit for you, contact your financial professional or visit **equitable.com** today.

Equitable Advantage MaxSM is an Equitable AdvantageSM policy with a select underwriting class. Equitable Advantage MaxSM allows potential insureds to qualify for a select underwriting class without labs, exams or attending physician statement (APS). Traditional underwriting that may require additional items or information such as labs, exams or APS is also available, which may result in a better or worse underwriting class.

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Loans and partial withdrawals will decrease the death benefits and cash value of your life insurance policy and may be subject to policy limitations and income tax. In addition, loans and partial withdrawals may cause certain policy benefits or riders to become unavailable and may increase the chances your policy may lapse.

Equitable AdvantageSM policies are subject to declining surrender charges and have limitations. For costs and complete details of coverage, contact your financial professional/insurance-licensed registered representative.

This brochure highlights certain features and benefits of variable life insurance products and is not intended to be a complete description of variable life products.

This brochure is not a complete description of all the material provisions of the Equitable AdvantageSM variable life insurance policy. This brochure must be preceded or accompanied by the Equitable AdvantageSM product prospectus and any applicable prospectus supplements. The prospectuses contain more complete information about the policy, including investment objectives, risks, charges, expenses, limitations and restrictions. Please read the prospectuses and consider the information carefully before purchasing a policy or sending money.

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Market Stabilizer Option[®] form #s ICC15-R15-200, R15-200 or state variations.

Market Stabilizer Option[®] II form #: R22-VIOS or state variations.

A life insurance policy is backed solely by the claims-paying ability of the issuing life insurance company. It is not backed by the broker/dealer or insurance agency through which the life insurance policy is purchased or by any affiliates of those entities, and none makes any representations or guarantees regarding the claims-paying ability of the issuing life insurance company.

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