



EQUITABLE



Personalize your financial protection plan

VUL Incentive Life ProtectSM
Variable universal life insurance

See prospectus

Protection is an important part of building a strong financial plan. As a result, most plans include permanent life insurance, which can also offer the opportunity to build cash value through investments.

VUL Incentive Life ProtectSM is designed to give you cost-effective life insurance and the ability to choose additional valuable protections, including long-term care protection, and an investment feature with levels of downside protection to manage market volatility.

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Building your protection strategy is easy when using Equitable's cost-effective VUL Incentive Life ProtectSM with its flexibility to add valuable protection options.



Cost-effective permanent protection

Get cost-effective life insurance protection with our No-Lapse Guarantee that guarantees coverage to the earlier of 20 years or to age 90.



Flexible long-term care protection¹

By adding Equitable's comprehensive Long-Term Care ServicesSM Rider (LTCSR) to your policy, you have access to funds for long-term care expenses and a level of asset protection. You can use qualifying benefit payments to receive care from the person you're most comfortable with, including a family member or friend.



Market volatility management²

If your investment strategy becomes more conservative or if markets become volatile, you have the option to add some downside protection with competitive upside potential up to a cap. Our innovative Market Stabilizer Option[®] II (MSO II) Indexed Options allow you to participate in market growth with rates of return tied to the S&P 500[®] Price Return Index.

As long as premium requirements are met, your VUL Incentive Life ProtectSM policy and LTCSR are guaranteed under the No-Lapse Guarantee (NLG) for earlier of 20 years or to age 90. The length of the actual benefit payout period and the payout pool will depend on the options selected and the policy rules. There is an additional fee for the LTCSR.¹



Tax-efficiency

VUL Incentive Life ProtectSM is a tax-efficient option for wealth transfer or other protection needs because when the death benefit is paid, it's generally received by the beneficiary income tax-free.

- ¹ The LTCSR is available subject to underwriting approval. NLG premium requirements must be met to maintain the guarantee. Use of the LTCSR benefit will reduce the death benefit payable upon the insured's death. Even with the NLG, the LTCSR will terminate in the following situations: policyowner requests termination, LTC Total Maximum Benefit is paid out, termination or surrender of the base policy, Living Benefits Rider (terminal illness) is exercised or the policy is put on Loan Extension. Refer to the product prospectus for complete information.
- ² Amounts in the policy's account value can be invested in a variety of variable investment options and a Guaranteed Interest Option as well as the Market Stabilizer Option[®] II. Amounts in a variable investment option and the Market Stabilizer Option[®] II are subject to fluctuation in value and market risk, including loss of principal. The MSO II provides varying levels of downside protection and upside potential in various market scenarios. However, amounts in the MSO II are subject to fluctuation in value and market risk, including loss of principal. MSO II is not available in all jurisdictions. In states where MSO II is not available, the Market Stabilizer Option[®] (MSO) may be available instead. The MSO and MSO II are not available for policies with a contract state of New York. Refer to the VUL Incentive Life ProtectSM prospectus for more information.

Feel confident about your family's future with variable universal life

Variable universal life (VUL) insurance is a type of life insurance that provides financial protection from life's unknowns and includes a **tax-efficient death benefit that can be used to support loved ones.**



Plan for those who rely on you

Life insurance can help you protect the people you love most by replacing your income. If anyone relies on your income, they're the first people you should consider in your protection plan.



Protect your family's future

Life insurance can help pay off the family home, fund college educations and provide for special needs children or elderly parents who need care, so your legacy can live on.



Give a gift to be remembered

By leaving a small inheritance or nest egg for extended family members or friends, you can give an unforgettable gift to the special people in your life.

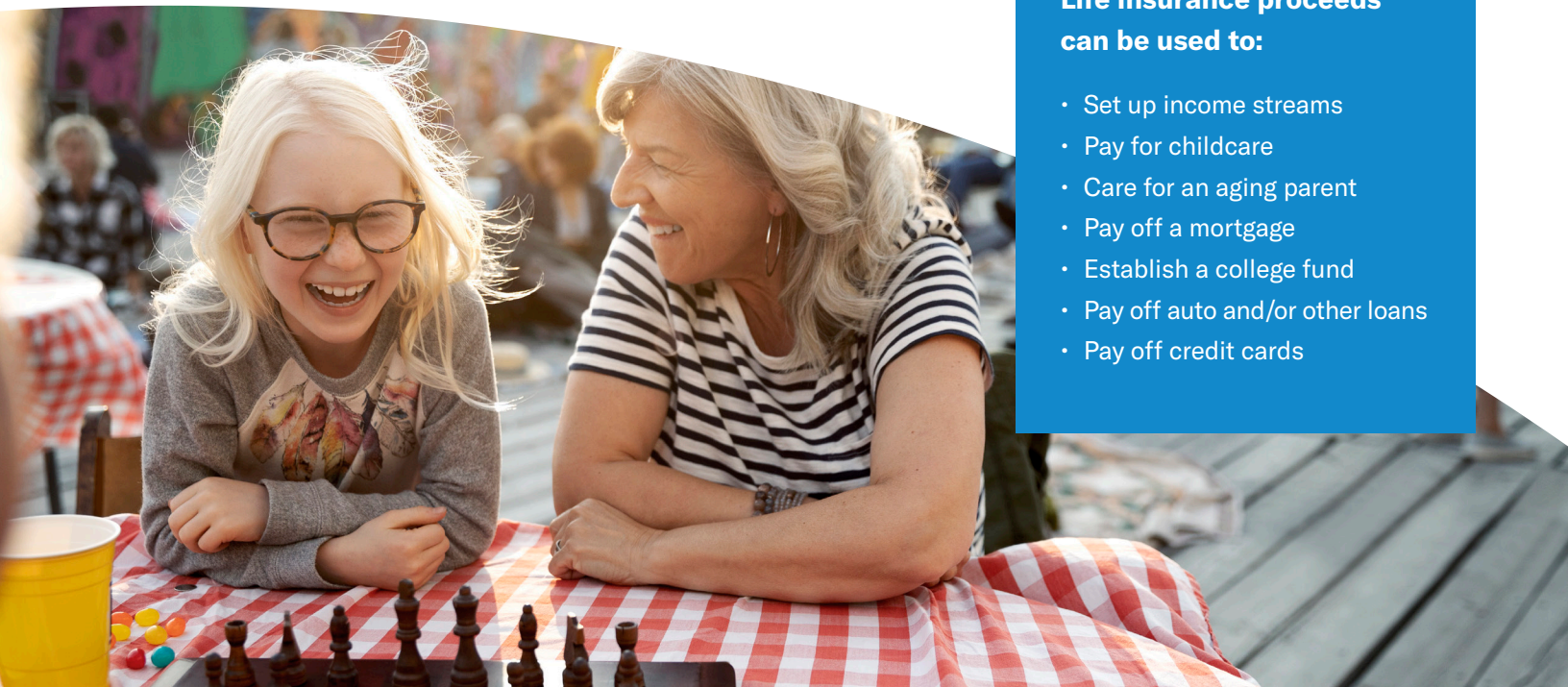


Leave a legacy of kindness

If you're passionate about giving back, you can support your favorite causes with your life insurance. You can even set up a college scholarship in your name using life insurance proceeds.

Life insurance proceeds can be used to:

- Set up income streams
- Pay for childcare
- Care for an aging parent
- Pay off a mortgage
- Establish a college fund
- Pay off auto and/or other loans
- Pay off credit cards



VUL Incentive Life ProtectSM in action

VUL Incentive Life ProtectSM features can help people with different goals build their financial protection plans. Here are four examples of how you can create a customized protection strategy that meets your needs.

Just getting started

Meet Jake and Julie



- 32 and 29 years old
- Two young children and another on the way
- Both have jobs with limited employer-sponsored life insurance
- Need to balance debt and financial obligations, so both incomes are needed

Goals

- Life insurance to replace income and pay mortgage, car payments, credit card bills, etc.
- Protection for college funds for their children
- Guarantee lifetime protection for their family

VUL Incentive Life ProtectSM can be a good fit because:

Jake and Julie feel more confident knowing they have a permanent life insurance policy that can provide income to take care of their surviving family members and funds to protect their children's college educations.

Building a comfortable life

Meet Lucinda



- 46 years old
- Divorced with a daughter in high school
- Balancing day-to-day expenses with long-term savings
- Prefers a moderate to conservative investment approach

Goals

- Wants permanent life insurance to replace her income and take care of her daughter's needs if something should happen to her
- Ensure a legacy for her daughter
- Not take too many risks with her money

VUL Incentive Life ProtectSM can be a good fit because:

Lucinda likes the No-Lapse Guarantee and plans to use the Market Stabilizer Option[®] II Indexed Options in her policy's investments with the goal of protecting her assets from some market downturns.

VUL Incentive Life ProtectSM in action

Looking forward to retirement

Meet David and Daisy



- 55 and 56 years old
- Three adult children
- Caring part time for Daisy's aging mother
- Both still working but looking forward to retiring in the next 5–7 years
- Actively saving for retirement but not willing to invest aggressively
- Concerned about possible long-term care expenses

Goals

- Leave a legacy for their children
- Protect their ability to reach their retirement savings goals
- Make sure they have a way to cover long-term care expenses in case they need that type of care

VUL Incentive Life ProtectSM can be a good fit because:

Individual policies ensure that if either David or Daisy passes away, the other will have money for retirement and to help build a legacy for their children. They can elect some of the indexed options of the Market Stabilizer Option[®] II with the goal of protecting their cash value from some market declines. They also like that the Long-Term Care ServicesSM Rider gives them the flexibility to use the benefit payments any way they want so they have the potential to protect their other assets.

Enjoying his next chapter in life

Meet Mark



- 64 years old
- Widower with two adult children and three grandchildren
- Retired but earns some income by consulting on the side
- Recently lost his mother to Alzheimer's

Goals

- Leave a legacy for his children and grandchildren
- Ensure that if he needs long-term care, he'll have the funds to pay for the type of care he wants and from whom he wants
- Donate funds to Alzheimer's research and other charities

VUL Incentive Life ProtectSM can be a good fit because:

It will help Mark accomplish all his goals. He chooses the Long-Term Care ServicesSM Rider to ensure he has funds to help pay for long-term care expenses and, if needed, to get the type of care he wants. Having a permanent policy reassures him that he'll have funds to leave a legacy for his family, donate to charity and potentially cover his own long-term care expenses, if needed.

Choosing your investment options

A simple way to diversify and an opportunity to protect against market declines.

We work with nationally recognized fund managers to offer a variety of investment options, featuring index, asset allocation, equity and fixed-income options in addition to the MSO II Indexed Options, which can help you manage market volatility.

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 adjust your allocations as your needs and preferences change down the road.



Market Stabilizer Option® II (MSO II) Indexed Options

When you need an extra level of protection during various life stages or periods of market volatility, our innovative MSO II Indexed Options allow you to take advantage of growth opportunities in up, flat and down markets, 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 to cover the asset classes you need to build an index strategy that matches 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 many equity and fixed-income options from some of the most respected money managers in the world.

For more information or to see if VUL Incentive Life ProtectSM is the right fit for you, contact your financial professional or visit equitable.com today.

This brochure highlights certain features and benefits and is not a complete description of all the material provisions of the VUL Incentive Life ProtectSM variable universal life policy. This brochure must be preceded or accompanied by a current prospectus, the prospectus for the underlying portfolios and any applicable supplements, which contain more complete information about the policy, including risks, charges, expenses and investment objectives. You should review the prospectuses and consider this information carefully before purchasing a policy.

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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 certain policy benefits or riders to become unavailable and may increase the chances your policy may lapse.

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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

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