

## PruLife Essential UL<sup>SM</sup>

AFFORDABLE PROTECTION. POTENTIAL GROWTH.  
SIMPLIFIED.



# Life Insurance

Issued by Pruco Life Insurance Company or (in New York) Pruco Life Insurance Company of New Jersey.

NOT FOR USE IN CA.  
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**Prudential**  
Bring Your Challenges<sup>®</sup>

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**You have many priorities.  
Life insurance is one of them, but you  
want value for your money. And you  
want to know the insurance  
company is strong.**

This brochure is intended to provide an overview of the key features of PruLife Essential UL, a universal life insurance policy. This brochure does not cover all the terms and conditions of the policy and riders, illustrations, and related disclosures.

Your financial professional can provide you with a detailed illustration that includes additional information and important considerations about this product. In fact, the best way to understand how this life insurance policy works is with the help of a financial professional and a policy illustration. An illustration can show you the effect of various interest-crediting rates on your policy. A financial professional can help you assess and offer solutions to meet your needs.

Our policies contain exclusions, limitations, reductions in benefits, and terms for keeping them in force. A financial professional can provide you with costs and complete details.

# Life insurance. For what really matters.

You care about the future. Not just your own, but that of the people you love. It's why you're considering life insurance. Or maybe you're adding to coverage you already have. To you, life insurance isn't just something to cross off a list. It's more than that.



## **It's Protection for Loved Ones and How You Want to Be Remembered.**

You work hard to protect the important people in your life. When you die, you want them to remember you as someone who ensured that they, and perhaps the causes that mattered most to you, have what's needed to carry on.



## **It's Access to Cash Value When You Need It.**

Things happen. Often, when it's unexpected. You want to feel more prepared to face unanticipated crises. When your policy has accumulated cash value, life insurance can help with that, too.

*You also want a policy that's **EASY** to own.*

### **WE UNDERSTAND. IT'S WHY WE OFFER PRULIFE ESSENTIAL UL.**

PruLife Essential UL is an affordable universal life insurance policy. It's a simple way to have the protection you need. Plus, it offers the potential to accumulate tax-deferred cash value. The policy can be tailored to fit with your personal circumstances. This is done with living benefit options that you can add ... or skip.



## IT'S HOW YOU WANT TO BE REMEMBERED.

*What this policy can do when you die.*

The policy's death benefit can help financially provide for those you hold in your heart.

### **Help Provide What They Need.**

The death benefit can keep your family in their home. It can help children and grandchildren get the start needed to be successful. It can also give the people you love a sense of stability as they face a future without you.

## CONTINUE WHAT YOU STARTED.

*Your PruLife Essential UL policy can help see to it that your intentions are carried out in more ways than you may realize.*

### **Leave an Income Tax-Free<sup>1</sup> Legacy They'll Get Right Away.**

Death benefits from a life insurance policy are generally received income tax-free. And, in general, life insurance death benefits don't go through probate.

### **Create a Fair Legacy.**

This policy can help you provide your children or loved ones with an equal inheritance. This helps if you own a business not all will inherit.

### **Help Your Favorite Charity or Institution.**

There's a way a life insurance policy used in a charitable strategy can offer an additional tax advantage.

### **Offset Estate Taxes.**

Life insurance can help offset any estate taxes that may be due, preserving more for your loved ones.

### **Care for Someone with Special Needs.**

Combined with a special needs trust, the death benefit can be an important part of continuing quality care of a loved one. It can help insure your loved ones are taken care of, even when you're gone.



## YOU AND YOURS CAN COUNT ON PRULIFE ESSENTIAL UL.

*It's one thing to buy a life insurance policy. Buying one that can offer guarantees can make a world of difference to the important people in your life.*

### **Guaranteed protection.**

The policy features a guarantee that can be extended. It can provide you with guaranteed coverage as long as sufficient premiums are paid and other guarantee requirements are met. This feature can offer comfort to you and your family.

### ***Understanding the No-Lapse Guarantee***

The policy's No-Lapse Guarantee can help you ensure that, for a certain time period, your policy will stay in effect no matter what happens to your policy's values.

Generally, the more premiums you pay, the longer the guarantee will last. However, the length of the Adjustable No-Lapse Guarantee can be dialed up or down, based on:

- The timeliness of your premium payments.
- The amount of your premium payments.
- The frequency of your premium payments.
- Taking any policy loans or withdrawals.
- Changes to the death benefit.

### ***The No-Lapse Guarantee may not extend for the life of the policy.***

It is important that you pay your scheduled premiums when they are due. Missed or late premium payments may shorten or eliminate the policy's guarantee. Even if you pay premiums when due, the No-Lapse Guarantee may not last as long as you want to keep the policy. Payments to restore the guarantee may be higher than those you were originally paying.

Please also note that, by paying only the minimum premium required, you may be forgoing the potential to build tax-deferred cash value.

***Of course, guarantees are based on the claims-paying ability of the issuing insurance company.***



**PRULIFE ESSENTIAL UL IS DESIGNED TO TAKE CARE OF THE PEOPLE YOU LOVE  
AFTER YOU ARE GONE. IT CAN ALSO HELP YOU WHILE YOU'RE STILL LIVING ...**



**Living longer means you need protection for more than just your family. You need it for yourself, too.**

*The projected 20-year out-of-pocket medical expenses for an average 65-year-old couple who retired in 2016 is \$233,280.<sup>4</sup>*

*If they live till age 90, that couple will need \$284,400.<sup>4</sup>*

*You may need even more if chronic illness care is required.*

Please be advised that, as you accelerate your death benefit during your lifetime, the amount you have to pass on through the death benefit will be reduced and may be eliminated.

## HOW THIS POLICY CAN HELP YOU WHILE YOU'RE LIVING.

### Cash Value.

Your policy has the potential to accumulate cash value over time. It will receive daily interest crediting. This allows for steady cash growth potential that is not tied to fluctuating markets.

A portion of your premium helps your policy to accumulate cash value. You can:

- Keep it simple and only pay the minimum to keep the policy in force.
- Increase your premium amount for faster cash value accumulation and a longer no-lapse guarantee.<sup>2</sup>

This policy offers the security of a competitive minimum crediting rate of 2%.

*Now, take a look at two ways you can use your policy while you're living to be prepared for unexpected expenses.*

### Cash Value: A Potential Source of Additional Income.<sup>3</sup>

You'll have access to your policy's cash value through withdrawals. You can also have access to the cash value through typically income tax-free loans. Of course, loans and withdrawals will decrease, and may even eliminate, your policy's death benefit. You can use this money any way you'd like.

### Money If You Become Chronically or Terminally Ill.

*If you become ill, it may cause a financial strain. This policy offers optional living benefits. These can help provide relief to you and your family.*

**There are two ways that PruLife Essential UL can help you to accelerate the death benefit.** In other words, use the death benefit while you are still living. You can use the money any way you wish. You can choose from these two options.

#### OPTION ONE:

*Living Needs Benefit<sup>SM</sup>.<sup>5</sup>*

This benefit lets you accelerate the death benefit if you become terminally ill. There is no charge for this benefit. There is a transactional fee when it is exercised.

ORD 827241-90-P. Not available in WA.

OR

#### OPTION TWO:

*BenefitAccess Rider.<sup>6</sup>*

Think about adding this rider when you buy your policy. It accelerates the death benefit if you become chronically or terminally ill. This is subject to the terms and conditions of the rider. Additional underwriting and costs will be applied. You can use the money any way you wish.

VL 145 B4-2016 or ICC16 VL 145 B4-2016.

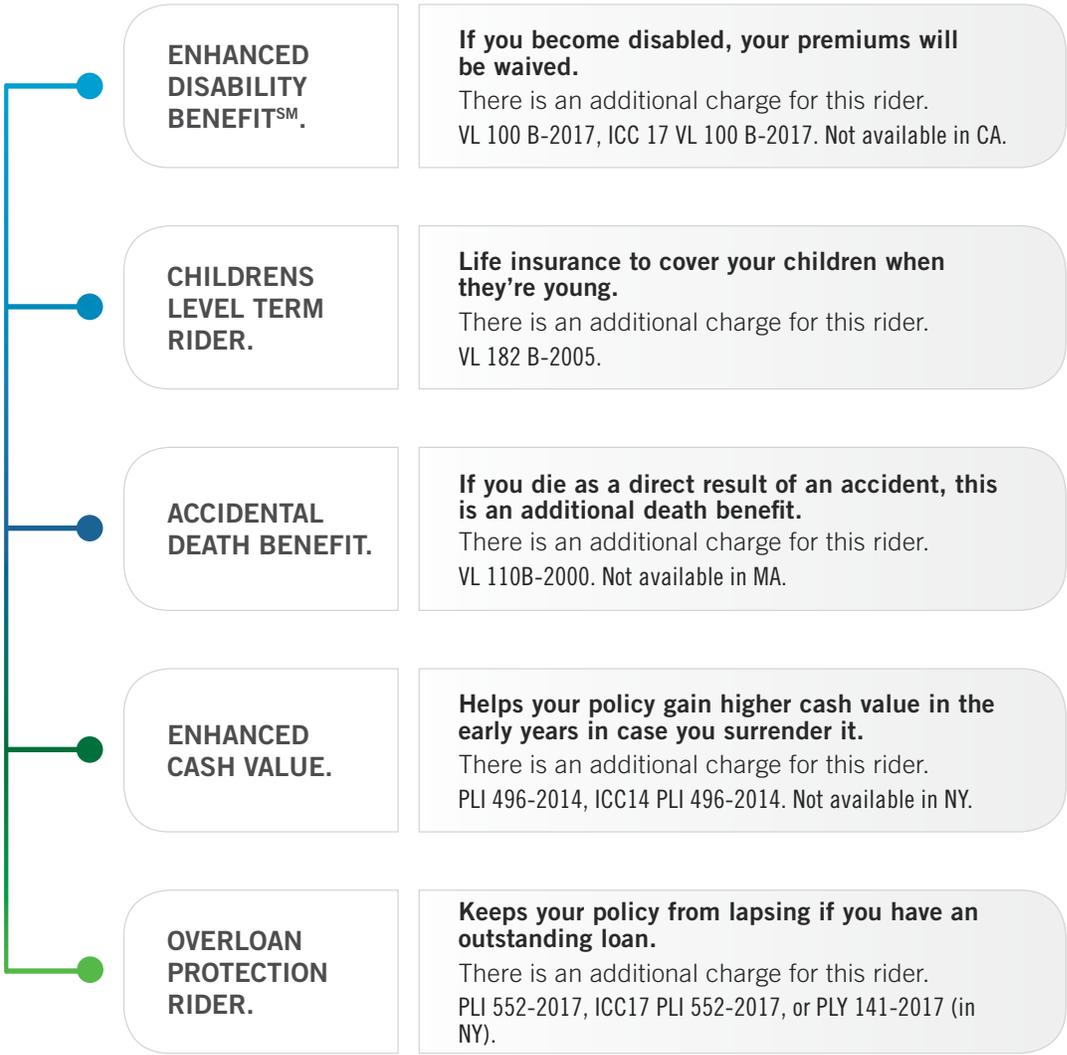
<sup>2</sup> Federal tax law limits the amount of premium contributions that can be made to a policy in order for it to retain certain tax advantages. When premium contributions exceed this limit, the policy is classified as a modified endowment contract (MEC). Distributions from MECs (such as loans, withdrawals, and collateral assignments) are taxed less favorably than distributions from policies that are not MECs. For distributions from a MEC prior to age 59½, a federal income tax penalty may also apply to the taxable amount to the extent there is gain in the policy. For distributions from a MEC prior to age 59½, a federal income tax penalty may also apply to the taxable amount. However, death benefits are still generally received income tax-free, pursuant to IRC §101(a). The death benefit will be reduced by any withdrawals or loans (plus unpaid interest). Clients should consult a tax advisor.

<sup>3</sup> Unpaid loans and withdrawals reduce cash values and death benefits. This may reduce the duration of the guarantee against lapse. This may lapse the policy. It may also have tax consequences.

<sup>4</sup> Foster AC. *A Closer Look at Spending Patterns of Older Americans. Beyond the Numbers: Pricing and Spending*, Volume 5, Number 4. U.S. Bureau of Statistics, Table 2, p. 4, March, 2016. Healthcare costs estimated from Table 2, assuming a 65-year-old couple lives for 20 years.

# YOUR POLICY OFFERS ADDITIONAL OPTIONS. BUT ONLY IF YOU WANT AND NEED THEM.

Your PruLife Essential UL policy offers options, called riders. You can add them to your policy, or not, based on your present and future needs. These are in addition to the Living Needs Benefit and BenefitAccess Rider described on the previous page:



*Your financial professional can guide you. This will help ensure that your policy has what you need. He or she will also help you stay within your budget.*

## POLICY CHARGES AND FEES.

### **THERE ARE CHARGES AND FEES THAT APPLY TO THE POLICY.**

*They cover the cost of offering these insurance benefits. They also cover certain features. They can impact your policy's cash value.*

**Premium-Based Fees.** These charges are applied to each premium. They include an administrative charge. That charge is 2.50%. There is also a sales expense charge. It is 3.44%.

**Monthly Charges.** These are ongoing charges that are in the policy.

**Administrative Charges.** These charges include a per policy fee (\$7.50 current, \$10.00 maximum); and a charge per thousand of coverage. It varies by things like sex, issue age, duration, premium class, and rating class of the insured.

**Cost of Insurance (COI).** These charges help cover the risk the insurance company is taking on the policy. They are specific to each policy. The COI rates in effect at any given time vary by such factors as sex, issue age, premium class, rating class, and policy face amount. The insurance contract provides the maximum rates the company may charge. PruLife Essential UL uses a two-tiered rates approach to COI charges that is applied to your Net Amount at Risk. The policy's Net Amount at Risk is calculated by taking the difference between the policy's total Death Benefit and its contract fund. If the actual Net Amount at Risk is greater than illustrated due to underfunding, policy performance, or other transactions, it is possible that a portion of the COI charge assessed on the policy may be based on a higher rate than what was originally illustrated.

**Rider Charges.** You can choose to have optional riders and benefits on your policy. Some have additional charges.

**Interest on Loans.** Interest on any loan that is outstanding is not technically subject to a policy charge. But a loan balance will accrue with interest daily.

**Transactional Charges.** When you elect or exercise certain provisions and benefits, there will be a charge. This includes taking a withdrawal. It can also happen when you use any of these benefits: Living Needs Benefit, BenefitAccess Rider, or Overloan Protection Rider.

**Charges for Cancelling Your Policy.** If you choose to cancel your PruLife Essential UL policy within the first 14 years, you will incur a surrender charge. This charge declines over 14 years. It will reduce the policy's cash value in the early years. The policy's cash surrender value is the contract fund, less the surrender charge and any outstanding loan.



## PRUDENTIAL FINANCIAL. A COMPANY YOU KNOW AND TRUST.

Since 1875, Prudential Financial has been making promises to clients to be there when you need us most ... and has been living up to these promises by paying claims and standing by our clients' families. Prudential Financial is a worldwide financial leader with a long tradition of serving the public interest. Prudential Financial has approximately 50 million customers, and the well-known Rock symbol is an icon of strength, stability, expertise, and innovation that has stood the test of time. It is one of the most recognized and respected names in the financial services industry. In fact, more than 96% of those surveyed in the U.S. are aware of the Prudential name.\*

## WE PROVIDE GUIDANCE DURING THE MOST DIFFICULT TIME.

When you partner with us, you will enjoy a client experience like no other. We are committed to fully understanding your needs. We also know how to help you reach your goals. We will provide you with world-class service.

We take life insurance seriously. And we understand the emotional and financial impact of losing a loved one. It is why we have dedicated resources to help your beneficiary(ies).

# IS PRULIFE ESSENTIAL UL FOR YOU?

## 5 EASY QUESTIONS TO HELP YOU DECIDE.

Let's keep it simple. It's important to feel confident about choosing a life insurance policy that meets your needs. Answer these five easy questions with a "yes" or "no."

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YES    NO

- Are you looking for a simple solution that will help to take care of your loved ones if you die unexpectedly?**
  
- Is your goal to increase the guaranteed amount you pass on to the people you love?**
  
- Do you want to know that, by accumulating cash value, you can have an additional resource for money in case of an emergency?**
  
- Would you like the ability to access your policy as a potential source of income if you become chronically or terminally ill?**
  
- Do you have a business you need to protect for both the short and long term?**

### **DID YOU GET A LOT OF "YES" ANSWERS? HAVE A CONVERSATION WITH YOUR FINANCIAL PROFESSIONAL.**

If you answered "yes" to all or most of these questions, have a conversation with your financial professional. Together, you'll explore the PruLife Essential UL policy and what it can do. Your financial professional can answer your questions. He or she will also provide you with a customized illustration. It will show you how PruLife Essential UL can help you protect what's truly important in your life.



**A PruLife Essential UL policy can help business owners reach their goals. It can be used to protect your family and your business, and to attract and keep key employees. Talk to your financial professional to discover how.**



Printed on Recycled Paper  
with 10% Post-Consumer Waste

<sup>5</sup>The Living Needs Benefit is an accelerated death benefit and is not a health, nursing home, or long-term care insurance benefit and is not designed to eliminate the need for insurance of these types. There is no charge for this rider but, when a claim is paid under this rider, the death benefit is reduced for early payment, and a \$150 processing fee (\$100 in Florida) is deducted. If more than one policy is used for the claim, each policy will have a processing fee of up to \$150 deducted (\$100 in Florida). Portions of the Living Needs Benefit payment may be taxable, and receiving an accelerated death benefit may affect your eligibility for public assistance programs. The federal income tax treatment of payments made under this rider depends upon whether the insured is considered “terminally ill” or “chronically ill” and, if the policy is business related, whether the insured is receiving the benefits. We suggest the policyowner seek assistance from a personal tax advisor regarding the implications of receiving Living Needs Benefit payments. This rider is not available in Minnesota to new purchasers over age 65 until the policy has been in force for one year, and the nursing home option is not available in California, Connecticut, Florida, Massachusetts, New York, or the District of Columbia. This rider is not available in Washington state. The form number for the Living Needs Benefit is ORD 87241-90-P; there may be state variations.

<sup>6</sup>The BenefitAccess Rider is available for an extra premium. Additional underwriting requirements and limits may also apply. Receiving benefits under the terms of the rider will reduce and may eliminate the death benefit.

Benefits paid under the BenefitAccess Rider are intended to be treated for federal tax purposes as accelerated life insurance death benefits under IRC §101(g)(1)(b). Tax laws related to the receipt of accelerated death benefits are complex, and benefits may be taxable in certain circumstances. Receipt of benefits may affect eligibility for public assistance programs such as Medicaid. Accelerated benefits paid under the terms of the Terminal Illness portion of the rider are subject to a \$150 processing fee (\$100 in Florida). Please consult your tax and legal advisors before initiating a claim.

To qualify for chronic illness benefits, you (the insured) must be certified as chronically ill by a licensed health care practitioner and not be expected to recover from the condition. To qualify for terminal illness benefits, you must be certified as terminally ill by a licensed physician. Chronic illness claims will require recertification by a licensed health care practitioner. Other terms and conditions may apply. This rider is not Long-Term Care (LTC) insurance, and it is not intended to replace LTC. The rider may not cover all of the costs associated with chronic or terminal illness. It is a life insurance accelerated death benefit rider and is generally not subject to health insurance requirements. The availability of the rider as well as terms and conditions may vary by state. Form number VL 100 B4-2016 or ICC16 VL 145 B4-2016.

Access to policy withdrawals is restricted during periods in which BenefitAccess Chronic Illness benefit payments are being made.

For Connecticut contracts: To be eligible for chronic illness benefits you must also have been confined in a home or institution for at least 6 months previously. This confinement must have been illness related. It also must be expected to continue for life.

For New York contracts: Please also note the rider is not subject to the minimum requirements of New York law, does not qualify for the New York State Long-Term Partnership Program, and is not a Medicare supplement policy. In addition, receiving accelerated death benefits may affect clients' eligibility for public assistance programs and such benefits may be taxable. Benefit payments may only be made if the payments are subject to favorable tax treatment by the federal government. When determining whether the benefit payments will receive favorable tax treatment, the payment of benefits from all insurance policies must be considered. Benefit payments may be reduced or unavailable if they are expected to exceed the maximum amount eligible under Internal Revenue Code Section 101(g)(1) and all other applicable sections of federal law for favorable tax treatment.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. Policy guarantees and benefits are not backed by the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

We do not provide tax, accounting, or legal advice. Clients should consult their own independent advisors as to any tax, accounting, or legal statements made herein.

PruLife Essential UL is issued by Pruco Life Insurance Company, except New York, where it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located at 213 Washington Street, Newark, NJ 07102-2992. The policy form number is EULPR-2017 or ICC17 EULPR-2017. Product may not be available in all states.

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