



EQUITABLE



**Building more
for tomorrow**

VUL Optimizer[®]

Variable universal life insurance

Live More. Keep More. Build More.

With **VUL Optimizer**[®], you can live more for today, keep more of the money you earn and build more for tomorrow.

Live More.

Live more for today by protecting yourself and your family against life's unknowns while saving and planning for the future. Because VUL Optimizer[®] can adapt to your changing needs, you'll rest easier knowing your family will be taken care of and you will have access to your money when you need it.

Keep More.

The tax advantages of VUL Optimizer[®] mean you can keep more of your money by providing the potential for tax-deferred growth, and allowing you access to the policy's cash surrender value generally income tax-free.

Build More.

Unlike term insurance, VUL Optimizer[®] has a growth component that complements the protection your policy provides. This lets you build more for tomorrow because your policy's cash value can grow over time. And VUL Optimizer[®] lets you choose from more than 85 investment options, so your money is invested the way you want it to be.

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Variable universal life

Variable universal life (VUL) insurance is a type of life insurance that has potential to build cash value. When you make payments, 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 payments into your variable universal life policy, a portion of your payment goes toward the life insurance benefit that protects your family. You have complete freedom to choose from the available options with no restrictions.¹

- Each time you make a payment, your cash value increases.
- Your cash value will fluctuate with the performance of your selected investment options.
- You have the freedom to take loans or withdrawals from your cash surrender value.
- You'll automatically pay for the life insurance benefit that protects your family, using a percentage of your cash value each month that pays for your policy's charges and any additional benefits you've selected. There is investment risk with variable life insurance, including possible loss of principal invested. Variable life insurance does have 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 whose 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 VUL Optimizer®

- Tax-deferred accumulation
- Tax-free transfers between investment options
- Income tax-free life insurance benefit
- Potentially tax-free access to cash surrender value

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.

VUL Optimizer[®] in action

Designed to provide a larger
benefit for your dollars

Nicole

- Age 37
- One daughter
- Annual income \$230,000

Goal:

Nicole is a saver. She maximizes her employer's 401(k) and contributes to her IRA and brokerage accounts. She wants life insurance for herself to protect her daughter, Ava, who is 5, and would also like a way to save for retirement in a more tax-efficient way.

For now...

Working years

While Nicole is working, she can design her policy to grow with her and with Ava. This can help ensure she always has the right amount of protection as her income increases. Alongside the insurance protection, there is cash value within her policy that also has the potential to grow tax-deferred, which can be used to help support her retirement.

For then...

In retirement

When she's ready to retire, she can access the available cash, potentially tax-free, to help her live more comfortably in retirement. She may have the ability to access her available cash even before she's retired.²

For them...

Your family

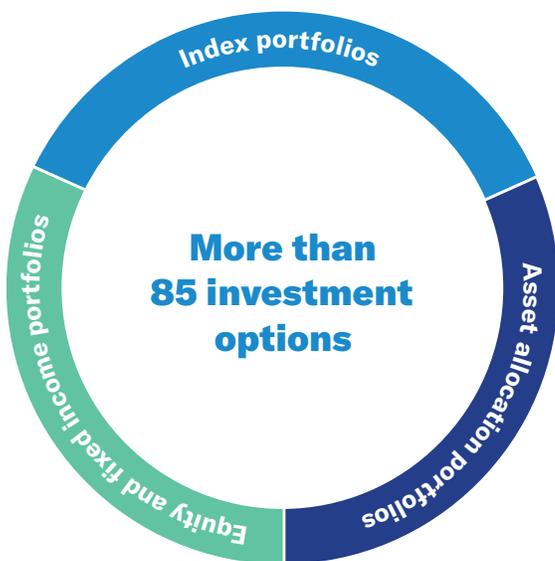
VUL Optimizer[®] can help assure Ava will always be taken care of, as long as the required premiums are paid, through the life insurance coverage she will have for Nicole's entire life.

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.

Tailor your policy

You can customize your VUL Optimizer® policy with these optional features. Some will charge an additional fee and all have certain limitations. These optional features may not be available in every state, and terms and conditions may vary by state. Talk to your financial professional to see which, if any, would be right for you.³

Available for an additional fee

Long-Term Care ServicesSM Rider

With this rider, you can receive an accelerated life insurance benefit that can be used for qualified long-term care expenses.⁴

Cash Value Plus Rider

This rider increases your available cash value by reducing the surrender charge, if the policy is surrendered during the first 8 policy years.⁵

Available free of charge

Charitable Legacy Rider[®]

Provides an additional death benefit to up to two qualified charities. The total death benefit payable under the rider will equal 1% of the base policy face amount, up to \$100,000. Must name charity or charities at issue, though you may change them after issue. Available for policies with face amounts of \$1,000,000 or more.

Loan Extension Endorsement

Available on Guideline Premium Test policies. Ensures the policy will not lapse due to a loan balance that exceeds the larger of the current and initial base policy face amount, if certain conditions are met. The policy will automatically be placed on loan extension at the beginning of any policy month after the anniversary nearest the insured's 75th birthday, but not before the 20th policy anniversary, if there isn't enough value in the policy to cover the monthly deduction then due and the outstanding policy loan and accrued loan interest exceeds the greater of the current and initial base policy face amount. Other restrictions apply; see prospectus for details.

³ Optional features may not be available in every state. Terms and conditions may vary by state. All riders have restrictions and limitations; be sure to review in detail with your financial professional before selecting.

⁴ The Long-Term Care ServicesSM Rider does have an additional cost, and is subject to restrictions and limitations. You may qualify for life insurance, but not for the Long-Term Care ServicesSM Rider.

⁵ In addition to the reduction of the surrender charge, this rider may also partially refund other certain policy deductions, depending on when the policy is surrendered. Please refer to the rider for complete information.

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Build More.**

With VUL Optimizer®,
you can live more for
today, keep more of the
money you earn and
build more for tomorrow.



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

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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.

VUL Optimizer[®] 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 VUL Optimizer[®] variable life insurance policy. This brochure must be preceded or accompanied by the VUL Optimizer[®] 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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VUL Optimizer[®] is a flexible premium variable life insurance policy issued in New York and Puerto Rico by Equitable Financial Life Insurance Company (Equitable Financial) (NY, NY); and in all other jurisdictions by Equitable Financial Life Insurance

Company of America (Equitable America), an Arizona stock company with an administrative office located in Charlotte, NC; and is distributed by Equitable Advisors, LLC (member FINRA, SIPC) (Equitable Financial Advisors in MI & TN) and Equitable Distributors, LLC, 1345 Avenue of Americas, NY, NY 10105. Equitable America is not licensed to conduct business in New York and Puerto Rico. When sold by New York state-based (i.e., domiciled) financial professionals, VUL Optimizer[®] is issued by Equitable Financial Life Insurance Company (NY, NY). Equitable Financial and Equitable America are separate companies, and each insurance company has sole responsibility for its life insurance obligations.

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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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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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