

Affordable protection that fits your life



You've done some exciting and memorable things in life, and you have so much to look forward to. And while we know choosing life insurance right now isn't fun, it can give you the peace of mind to focus on other things. We're here to help you understand your options and protect the life you've built. Term life insurance can offer you the financial protection you need down the road, so you can focus on living your best life now.

What is term life insurance?

Term insurance pays a simple death benefit if you should die during the specified period of time, usually at cheaper premium costs.

Term life insurance provides many benefits:

- Tax-free death benefit for beneficiaries.¹
- Affordable protection for short-term needs that may lessen over time, such as mortgages or business loans.
- Guaranteed coverage for the policy period you choose: 10, 15, 20 or 30 years.²

How do you know if term insurance is right for you?

You know you need life insurance, but you're not sure which type of policy you should purchase. Consider some of the differences between term and permanent insurance. A good way to compare them is to think about renting (term) vs. owning a home (permanent).

Feature	Term (rent)	Permanent (own)
Tax-free death benefit	X	X
Typically lower premium payment	X	
Possible guaranteed level payment for life		X
Potential ability to pay off (pay up) the policy early		X
Potential to build equity (cash value)		X

What does Principal® offer you?

- Our Principal Accelerated UnderwritingSM program provides fast and easy underwriting in a simple three-step process.³
- Additional coverage options include Child Term Insurance, Accelerated Benefits, Conversion Extension and Waiver of Premium Riders.⁴
- Two conversion options allow you to switch to a permanent policy as your insurance needs change. No additional underwriting is required.⁵

Term insurance provides many benefits that help you plan for the unexpected. Choose the policy that works best for your situation and needs.

 Let's connect | Contact your financial professional or go to [principal.com](https://www.principal.com).



[principal.com](https://www.principal.com)

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, IA 50392

Insurance issued by Principal National Life Insurance Co. (except in NY) and Principal Life Insurance Co. Principal National and Principal Life are members of the Principal Financial Group®, Des Moines, IA 50392.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not obligations of, nor 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.

Principal National Life Insurance Company Policy Form: ICC17 SN 104, Rider Forms: SN 2, SN 3, SN 4, SN 5, SN 42 and ICC17 SN105

Principal Life Insurance Company Policy Form: SF 946 NY and SF 946 NY U, Rider Forms: SF 686 NY, SF 807 NY and SF 880 NY

Not FDIC or NCUA insured

**May lose value • Not a deposit • No bank or credit union guarantee
Not insured by any Federal government agency**

Principal, Principal and symbol design and Principal Financial Group are trademarks and service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

BB11985-01 | 10/2017 | t17031408wx | ©2017 Principal Financial Services, Inc.

¹ Life insurance proceeds generally pay to the beneficiary federal income-tax free.

² If you continue the term policy past the guaranteed premium period, the premium will increase and may become less attractive.

³ For 40-50% of applicants who qualify. Based on age, product, face amount and personal history.

⁴ Policy rider descriptions are not intended to cover all restrictions, conditions or limitations. See policy for full rider details. Product and riders are subject to state availability and may have additional costs.

⁵ When you are ready to convert within the policy conversion period, you have the option to select the best-suited product available for conversion at that time. The Conversion Extension Rider is available to add to the policy to extend the conversion period.