

# AXA Equitable Underwriting an incentive to stop the use of tobacco



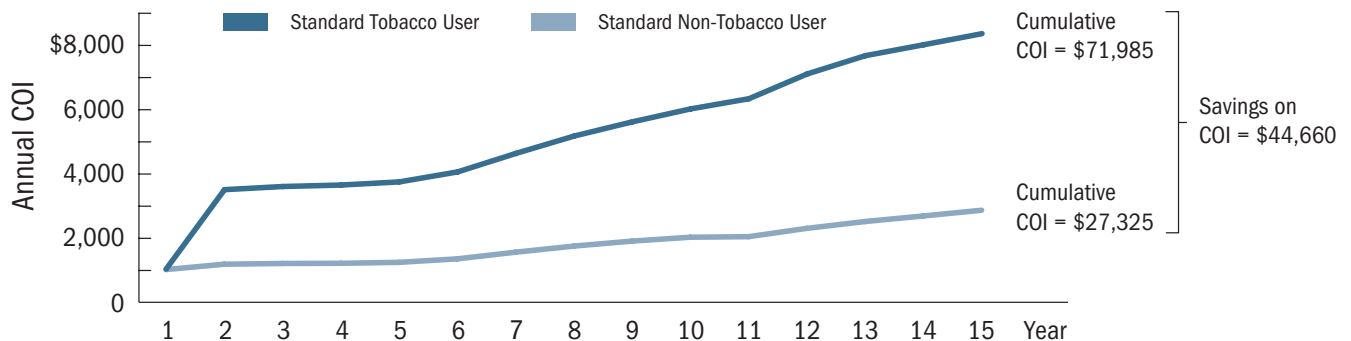
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## Tobacco Users may save thousands on non-guaranteed cost of insurance charges when they terminate the use of tobacco!

- Insureds of selected products who are classified as Tobacco Users will receive Non-Tobacco User Cost of Insurance (COI) rates on a non-guaranteed basis during the first policy year.
- If they apply for and are approved as Non-Tobacco Users at the beginning of their second policy year, the COI rates will continue to be based on Non-Tobacco User status.
- The Insured must not have used tobacco for 12 months prior to applying for a change to Non-Tobacco User.
- The Insured will be subject to the full underwriting process when applying for this change.

Below is a hypothetical example that illustrates the COI savings over a 15-year period. This illustrates a 50-year-old male Standard Non-Tobacco User versus a 50-year-old male Standard Tobacco User, using an Athena Universal Life<sup>SM</sup> (Athena UL<sup>SM</sup>) with a \$500,000 Face Amount.

### COI – Tobacco User vs. Non-Tobacco User



As illustrated in the hypothetical example in the chart above, the savings on the current non-guaranteed COI charge can add up over time. The total savings is \$44,660 cumulative combined after 15 years. Also, the savings on premiums can add up significantly, as well. After 15 years, the cumulative Standard Tobacco User premium is \$251,460, and for the Non-Tobacco User, it is \$133,620, which is \$117,840 less than the Standard Tobacco User premiums.

The values represented here are for a \$500,000 Athena UL<sup>SM</sup> policy with death benefit Option B on a 50-year-old male Standard Non-Tobacco User versus a 50-year-old male Standard Tobacco User. The values reflect 15 years of COI charges. The values represented here are non-guaranteed and assume current charges and a current interest rate of 4.50%. If guaranteed rates and charges are used, the policy would lapse in year 30.



The change to Non-Tobacco User status is subject to underwriting. If approved, it will take effect on the monthiversary that coincides with, or next follows, the date AXA Equitable approves the change. If the policyowner does not apply, or if the Insured is not approved for a change to Non-Tobacco User rates, the COI rates will continue to be based on the Tobacco User status.

**This is a win-win opportunity to save on premium dollars while clients quit using tobacco!**

**Note:** The change to Non-Tobacco User rates is considered a material change under TAMRA. This means that a new 7-Pay period and a new 7-Pay premium will apply to the policy as of the effective date of the change to Non-Tobacco User rates. If the policy uses the Guideline Premium Test (GPT) as the Definition of Life Insurance test, then the guideline premiums may also be recalculated.

**This incentive is available on the following single-life products:**

- Athena Universal Life<sup>SM</sup>
- Athena Indexed Universal Life<sup>SM</sup>
- Incentive Life Legacy<sup>®</sup> II Flexible Premium Variable Universal Life
- Incentive Life Optimizer<sup>®</sup> II Flexible Premium Variable Life

**For More Information, Please Call the Life Insurance Sales Desk or Visit [www.axa-equitable.com](http://www.axa-equitable.com).**

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