

A Gift for Life

We will do anything for our children and grandchildren. We never forget to buy gifts for birthdays, graduations, and weddings. However, these gifts may not last.

One gift often overlooked that can last a lifetime is a gift of life insurance. Yes, you can give life insurance protection as a gift to your children or grandchildren. A gift of permanent life insurance may not initially provide a big “wow” moment like a new cell phone, but one day this gift will be appreciated for the financial security provided.

Some forms of life insurance provide increasing value over time as premiums are paid. Cash values grow on a tax-deferred basis and can be accessed on a tax-advantaged basis via withdrawals to basis and then policy loans. Access to cash can help with future college expenses, down payment for a home, and even retirement income.

The gift of life insurance to minor children (under age 18), can include a protected insurability rider* which allows guaranteed increases at specific attained ages without providing proof of insurability. Initial face amounts for a minor child may vary, however, the maximum initial face amount for a minor child is \$250,000**. For an adult child, guaranteed life insurance is available to meet their life insurance needs. Optional rider coverage is available to help meet additional insurance needs and provide a source for their future long term care costs, if and when needed.

If you have liquidity, gifting cash to loved ones is a simple estate planning technique. In 2015, the eligible annual gift exclusion amount is \$14,000 \ \$28,000 (if married making a joint gift). A gift tax form may be required. The cost to provide lifetime insurance coverage to a child or grandchild—can be provided by low cost gifts. Premiums are typically gifted over 10 to a maximum of 18 years.

*The Protected Insurability Rider (PIR) provides the opportunity to increase coverage amounts at specified future dates without evidence of insurability. Policy owners can increase coverage amounts at the following designated option dates: ages 25, 28, 31, 34, 37 and 40. The minimum increase amount is \$10,000 per interval and the maximum is \$50,000.

**The minor's parent(s) must have twice the amount of coverage of their lives. At the minor child's are of majority, his/her parents are removed as custodian.

These materials contain statements regarding the tax treatment of certain financial assets and transactions. These statements represent only our current understanding of the law in general and are not to be considered legal or tax advice by purchasers. Estate tax rules and the tax treatment of life insurance are subject to change at any time. Neither Protective Life nor its representatives offer legal or tax advice. Purchasers should consult with their legal or tax adviser regarding their individual situations before making any tax related decisions.

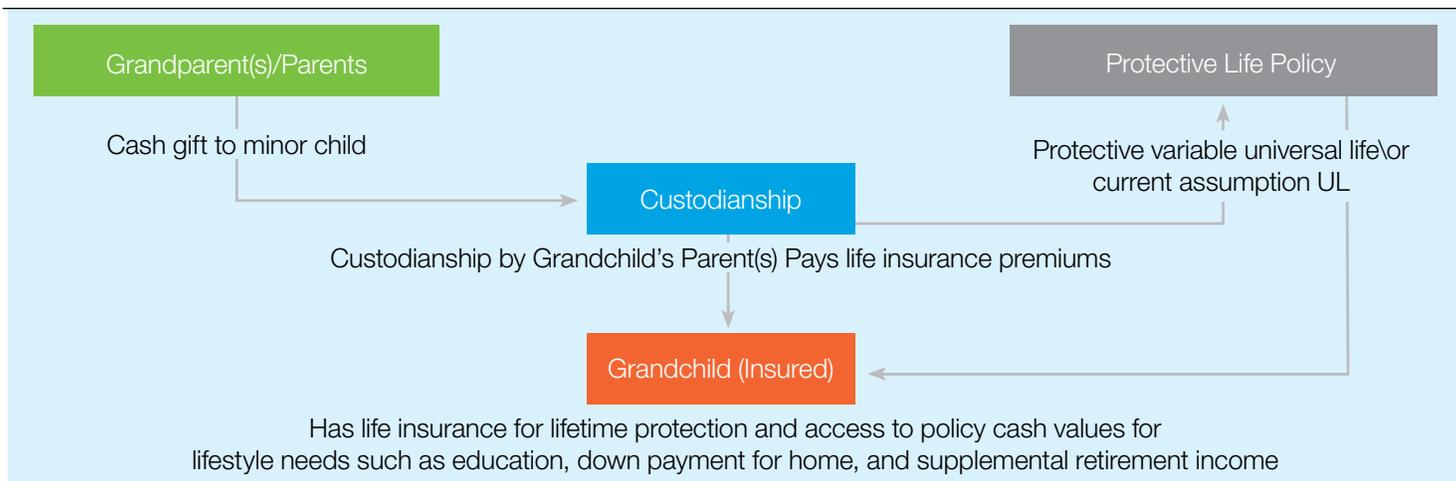
[See reverse side for important information](#)



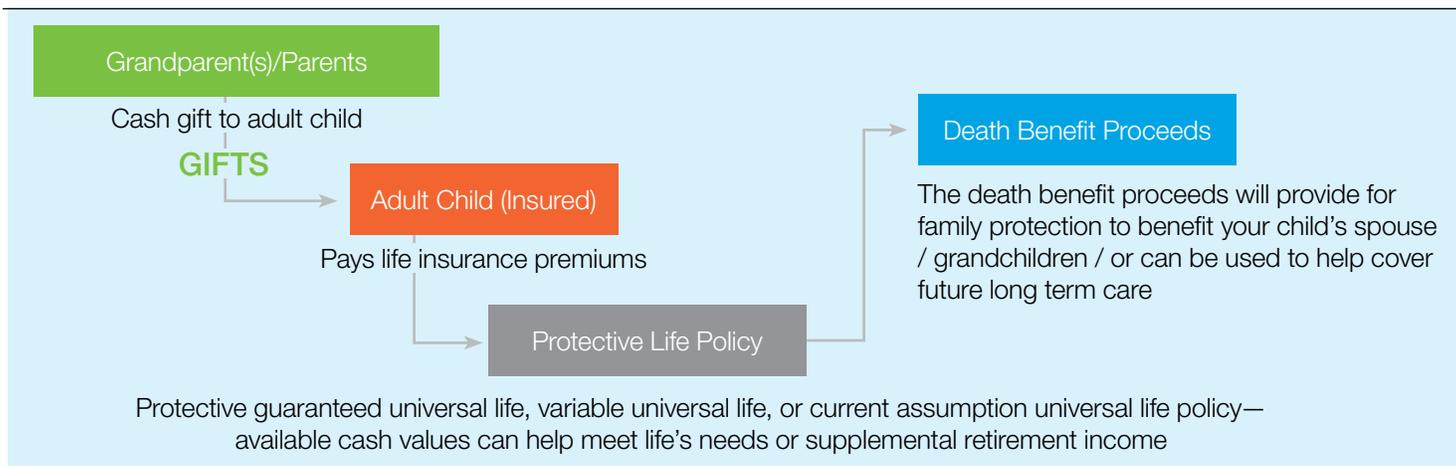
A gift from you that offers lifetime financial security—A Gift for Life

Gifts of premium for minor children or grandchildren are made under your applicable state Uniform Gifts to Minors Act (UGMA) or Uniform Transfers to Minors Act (UTMA) or gifted to a trust-owned policy.

How It Works (Gift To Minor Child Age 17 Or Younger)



How It Works (Gift To Adult Child Age 18 Or Older)



If Variable Universal Life (VUL) policy is used, it is intended as a long-term investment, involves the risks of investing in stocks, bonds, and other securities, including market, interest rate, and credit risk and loss of principal. If the investment performance of underlying investments is poorer than expected (or if sufficient premiums are not paid), the policy may lapse or not accumulate sufficient value to fund the intended application. Investments in VUL insurance policies are subject to fees and charges from both the insurance company and the managers of underlying investments. Loans and withdrawals may negatively impact policy value, investment performance, death benefit, and any Lapse Protection.

Investors should carefully consider the investment objectives, risks, charges, and expenses of a variable universal life insurance policy and its underlying investment options before investing. This and other information is contained in the prospectuses for the variable universal life insurance policy and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by contacting PLICO at (800) 628-6390.

For more information, contact your
**Financial Advisor for a
 Protective "Gift for Life" presentation.**

Life insurance is issued by Protective Life Insurance Company,
 Birmingham, AL.

www.protective.com

Not a Deposit	Not Insured by Any Federal Government Agency	
No Bank Guarantee	Not FDIC Insured	May Lose Value