



THINK LONG-TERM CARE COVERAGE IS “USE IT OR LOSE IT”?

With Bridge® by EquiTrust, it isn't!

Bridge what's your LTC

Lots of people think if you don't use your long-term care coverage, you've lost all the money you've paid into it.

But with Bridge®, the fixed index annuity provides potential principal growth with protection from market losses when you don't need long-term care services. And the Long-Term Care Rider provides benefits when you do. It's a win-win.

Bridge® combines a fixed index annuity with long-term care coverage — plus the NeverStopSM Wellness Program through Assured Allies.

And no one is declined for long-term care coverage!

Let's talk about all the ways Bridge® can work for you — and your future.

¹ Must pass suitability requirements.

Bridge contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(11-21). Long-Term Care Rider issued on ET-LTC(04-22). NeverStop Wellness Rider issued on ET-WEL(11-21).

EquiTrust does not offer investment advice to any individual, and this material should not be construed as investment advice. Products underwritten, issued and distributed by EquiTrust Life Insurance Company.