



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

With Bridge® by EquiTrust, it isn't!

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 NeverStop® Health Coaching & Rewards Program through Assured Allies.

And everyone is approved for long-term care coverage!¹

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

¹ Must pass annuity suitability requirements.

Bridge provides Long-Term Care benefits in the event of chronic illness or severe cognitive impairment. Exclusions and limitations apply if illness, impairment or death are due to alcoholism, suicide or self-inflicted injury. For costs and complete details of coverage, contact your insurance agent. Bridge contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(12-21). Long-Term Care Rider issued on ET-LTC(01-24). NeverStop Wellness Rider issued on ET-WEL(01-24).

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