



**When it comes to long-term
care coverage ...**

DO YOU HAVE A FEAR OF REJECTION?



**Bridge® by EquiTrust can
provide you peace of mind.**

That's because **everyone's covered**. You won't be declined in underwriting for Bridge long-term care coverage, regardless of health issues.¹ We promise.

**Bridge combines a fixed index
annuity with long-term care
coverage — plus the NeverStop®
Health Coaching & Rewards
Program through Assured Allies.**

The underwriting process is simple. It's completed in just 30 minutes or less by online video from the comfort of your home. You'll receive a quick decision on your coverage level — and no medical records are required.

Let's talk about how we can work together to bridge your long-term care gaps.

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 financial professional.

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.

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).

ET-BRG-FLR-WELL (01-26)

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