

Give the child you  
love a gift that  
will last a lifetime.



# What gifts do you usually give them?

Clothes

Which they outgrow

Toys

Which they get tired of or break

Money

Which they spend

Will they remember those gifts 20 years from now?

# Most gifts are temporary. But some last much longer.

What if you could give a gift that...



Would never wear out or be outgrown?



Is guaranteed to increase in value?



Won't become obsolete?



Is a present for which you may always be remembered?



Won't lose value in any economy?

You have the chance to give something that can make a huge difference in the life of a beloved child. Even if they don't fully understand it now, one day they will appreciate all the love and thought that went into this timeless gift.

# The gift of whole life insurance.

From a grandchild, to a niece, nephew, or godchild: The gift of life insurance offers financial security, protection, peace of mind, and more. It's the one gift they'll never outgrow.

## **It will never wear out.**

As long as the premiums are paid, the benefits and protection will be there for you.

## **It's a gift that can't be outgrown.**

Life insurance protection can last a lifetime.

## **It won't lose value.**

The guaranteed values in a whole life policy are not affected by the economic environment.

## **It's guaranteed to grow.**

Guaranteed cash value growth means your life insurance will increase in value.

## **It keeps giving.**

Protection, cash value, and the potential for dividends are just some of the benefits of whole life.

# How can life insurance help shape their future?

## What it means for them:

- Life insurance protection is already in place when they grow up and start their own families.
- The cash value in the policy continues to grow (as long as the premiums are paid and the policy is kept in force).
- This money can be accessed, generally tax free, by the policy owner to help pay for major life expenses such as:
  - College
  - A wedding
  - The purchase of a home
  - Planning for their own retirement
  - Starting their own legacy

Some important things to keep in mind: The cash value in a whole life insurance policy is accessed through policy loans, which accrue interest at the current rate. Loans do not need to be paid back, but if they aren't they will decrease the policy's death benefit and cash value.

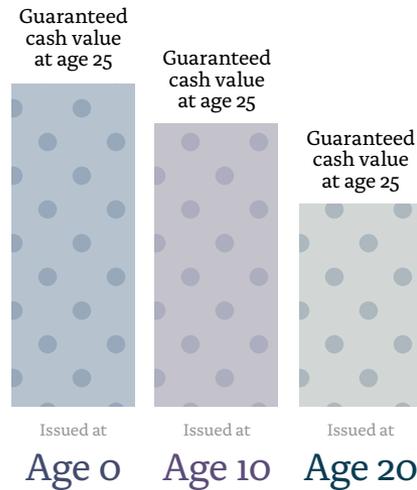
# Why start now?

## Because youth has its advantages.

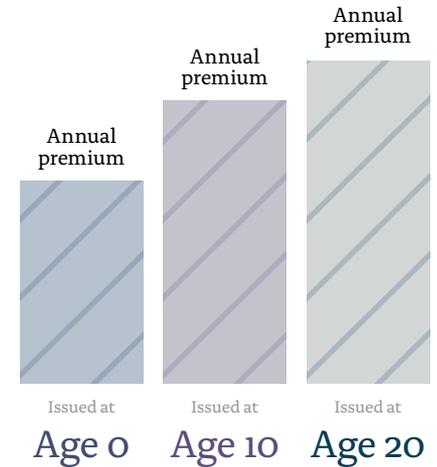
Even if a child's health changes as he or she grows older, the premiums won't increase.

The sooner you start:

- The more time the child's policy has to accumulate greater cash value without incurring current income taxes.



- The lower the guaranteed premiums will be, since they typically are less for younger insureds.



For illustrative purposes only.

# The gift of insurability.

## **Make sure the child you love is covered, for now and for always.**

His or her ability to qualify for life insurance later in life can be affected by changes in health, hobbies, and occupation.

Purchasing a juvenile whole life policy now ensures that the child you love will have insurance that will provide benefits throughout his or her life.

# How you can add even more value for the one you love.

Your policy can be structured to meet your unique needs. If you have concerns about tax implications and the transfer of policy ownership, or if you simply want to make sure that the premiums will always be paid, a solution can be created just for you.

**A policy will be designed specific to your needs and concerns.**

**An array of riders, some at additional cost, provides you with additional benefits.**

**The Premium Deposit Account (PDA) can make giving your gift even easier.\***

\*Available only on Custom Whole Life. A New York Life Custom Whole Life Policy provides death benefit protection with a choice of premium payment options.

# Premium Deposit Account: An easier way to pay for the gift of a lifetime.

A Premium Deposit Account lets you prepay up to 14 annual premiums with a single deposit while earning a competitive interest rate that's locked in for the length of the agreement.

Once the Premium Deposit Account is funded, the policy's annual premium is automatically paid each year directly from the Premium Deposit Account for the agreement period. Future premiums are discounted by the taxable interest earned when you deposit money into the Premium Deposit Account.



With the Premium Deposit Account, your one-time lump-sum gift will pay all premiums at a discount according to the current interest crediting rate, saving you money.\*

Amounts shown at crediting rate as of 2/17/2017.

Based on a female, age 0, juvenile rating, \$100,000 Dividend Option Term Rider.

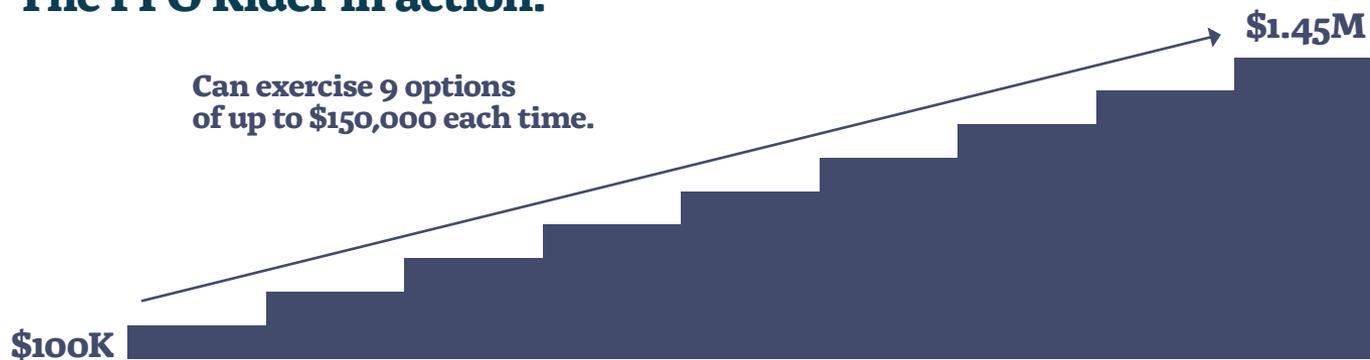
Please see a New York Life agent for detailed information about rate class, riders, and other limitations that may apply.

\*Withdrawals from the PDA may be subject to early withdrawal penalty.

# Adding the Policy Purchase Option (PPO) Rider offers even more.

The Policy Purchase Option (PPO)<sup>1</sup> Rider guarantees your loved one the right to buy more insurance with a new policy as an adult when his or her needs increase. He or she will have nine opportunities (every three years from age 22–46) to increase coverage without having to worry about additional underwriting, thanks to your thoughtful and generous gift.

## The PPO Rider in action.



This is a hypothetical example for illustrative purposes only. Individual results vary. The Disability Waiver of Premium Rider is included in this example and is available for an additional fee so that premiums are waived for the policy owner with a qualifying disability.

Robert purchases a \$100,000 Custom Whole Life Policy for his grandson, Michael. The policy has a maximum Policy Purchase Option of \$150,000, which Michael can use to purchase additional insurance as an adult.

After Michael exercises his nine options, he purchases a total of \$1.35M in guaranteed coverage in addition to the original \$100,000 policy face amount. Now an adult, this provides Michael with a total of \$1.45M in insurance coverage for his spouse and children.

<sup>1</sup>Available at additional cost.

# Birthdays, holidays, graduations...

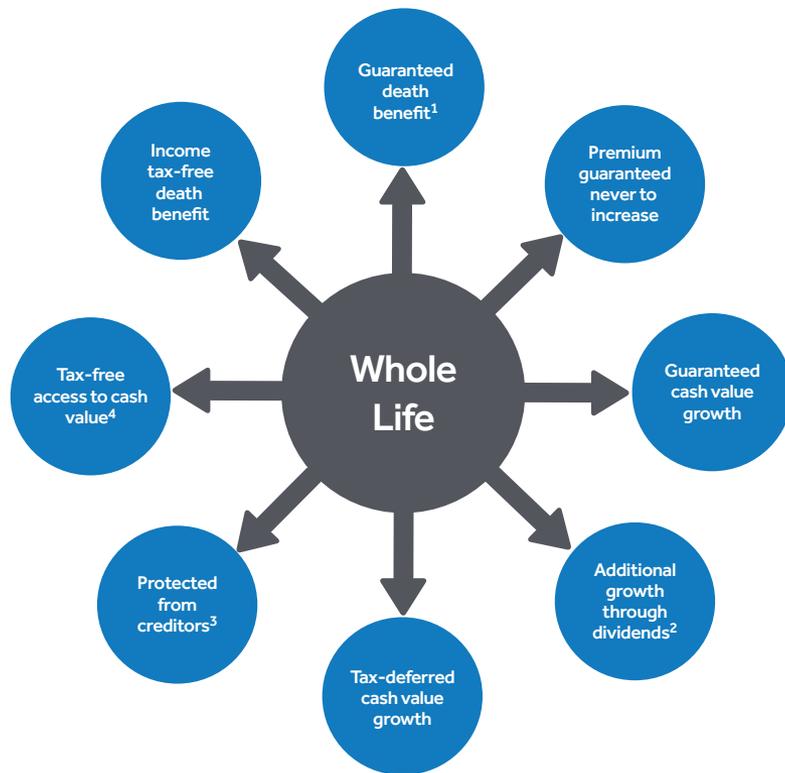
**The gift of life insurance can help you express just how much you care for your child.**

Presenting the policy as a special gift can show them just how important they are to you.



# Protection, possibility, and potential.

What other gift offers so much?



The gift of life insurance offers:

- **Growth**
- **A head start on their future financial security**
- **A lifetime of protection**
- **Peace of mind for you and your beloved child**

<sup>1</sup> All guarantees are based on the claims-paying ability of the issuer.

<sup>2</sup> Dividends, which provide opportunity for cash value growth, are not guaranteed.

<sup>3</sup> Varies by state.

<sup>4</sup> You can access the cash value in your policy, generally tax free, via partial surrenders and policy loans. Policy loans accrue interest and reduce the policy's cash value and death benefit.

# Keep good going for generations.

Generations of Americans have trusted us to be there for their loved ones when we're needed most. Rest assured that the gift you give today will be there tomorrow. It's backed by over 170 years of financial strength and promises kept.

Along with our subsidiary, New York Life Insurance and Annuity Corporation, we earn the highest financial strength ratings currently awarded to any life insurer by all four major ratings agencies.

**A++**

**Superior**

A.M. Best

**AAA**

**Exceptionally  
Strong**

Fitch

**Aaa**

**Exceptional**

Moody's

**AA+**

**Very Strong**

Standard  
& Poor's

Source: Third-Party Rating Reports as of August 9, 2016.

In Oregon, the Whole Life policy form number is ICC15216-50P; Disability Waiver of Premium: 208-225; Option to Purchase Paid-Up Additions; Living Benefits: ICC12213-495; Chronic Care: ICC13214-485 413; Dividend Option Term Rider: ICC13213-365.

**New York Life Insurance Company**

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