MassMutual

Whole Life Guard 10 Pay
Whole Life 95
At-A-Glance

This outline of marketing materials provides you what you need to explore the new Whole Life Guard 10 Pay and Whole Life 95 products. These products and our whole life portfolio help provide ways to match the right whole life design to your clients' objectives.

Whole Life Guard 10 pay

NEW

Whole Life Guard 10 Pay Overview

Li1078

Summary flyer provides an overview of Whole Life Guard 10 Pay.

Whole Life 95

NEW

Whole Life 95 Overview

Li1079

Summary flyer provides an overview of Whole Life 95.

MassMutual® Whole Life

Whole Life Product Guide

LI10804e

Resource guide detailing the Whole Life product portfolio.

NEW

Living Well Rider Overview

LI6027

Resource flyer providing an overview of the Living Well Rider available on eligible whole life products.

FOR CONSUMER USE

Whole Life Consumer Guide

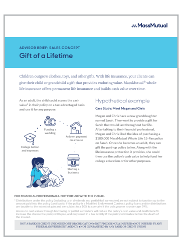
LI1022e

Consumer guide detailing the Whole Life product portfolio.

Riders are available at an additional cost or the policyowner may incur an additional charge when the rider is exercised. Availability of these features may be limited based on issue age or state of issue.

Gift of a Lifetime – Sales Concept

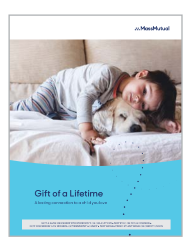
Whole life can be a great solution for the **Gift of a Lifetime (GOAL) concept**, and **Whole Life Guard 10 Pay** may be the solution for your clients. The **GOAL concept** is your key to helping clients give their children a financial headstart with the fundamental guarantees offered with MassMutual® whole life insurance.



Sales Concept

LI9117

Two-page case study demonstrating gift of a lifetime strategy.

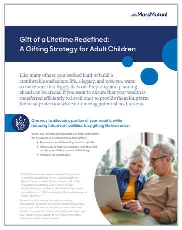


GOAL Producer Guide

LI7027

Resource guide detailing the strategies and tools available to help position the Gift of a Lifetime concept.

Gift of a Lifetime – Sales Concept (continued)



Gift of a Lifetime Redefined: Adult Children

LI9273

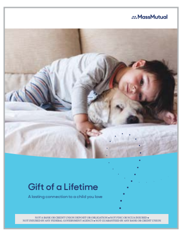
Two-page summary flyer provides a strategy for gifting to adult children.

GOAL Training presentation

LI7032

Training presentation that highlights the marketing strategy, and benefits of the concept.

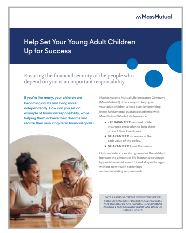
FOR CONSUMER USE



Consumer Brochure

LI7026

Overview of the concept designed to position the Gift of a Lifetime concept as both a lasting legacy and a financial head start for children.



Set Adult Children Up for Success

LI9232

Flyer provides a strategy for setting up insurance for young adult children.

Consumer Video

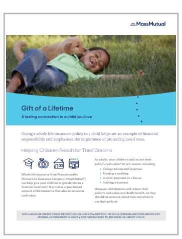
VID2705

Video shows clients how whole life insurance can give a child a financial head start and provide a range of benefits.

Consumer Presentation

LI7032c

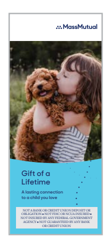
Presentation that highlights the concept, key details and benefits for clients.



Strategy Snapshot

LI7029c

Two-page summary flyer provides a high-level roadmap of the strategy and its value for clients.



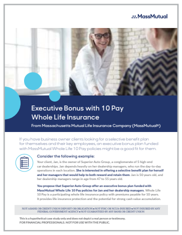
Consumer brochure

LI8371a

Consumer brochure to share with your clients.

Executive Bonus – Sales Concept

The **Whole Life Guard 10 Pay** provides competitive death benefit protection along with cash value accumulation, a great solution for executive bonus insurance designs.

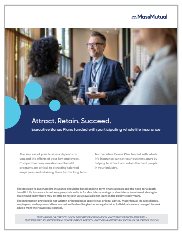


Executive Bonus with Guard 10 Pay

LI1038

Case study demonstrating an executive bonus strategy.

FOR CONSUMER USE



Executive Bonus Snapshot

LI7246c

Learn about the benefits of Executive Bonus Plans and how they work.

Executive Bonus Consumer Guide

LI7242

Overview of the benefits of Executive Bonus Plans and how they work.

Executive Bonus Consumer Presentation

LI7248

Presentation that highlights the concept, key details and benefits for clients.

Whole Life and Term Insurance Layering – Sales Concept

The combination of whole life and term can provide a sound protection strategy. **Whole Life 95** provides competitive death benefit protection along with cash value accumulation, a great solution for this layering strategy.

Whole Life and Term Layering: Advisor Brief

LI7369

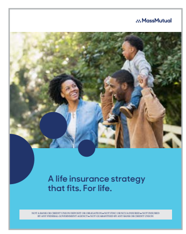
Two page Advisor Brief demonstrating the whole life and term layering strategy.

FOR CONSUMER USE

Consumer Guide. Whole Life and Term Layering

LI5006

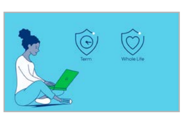
Consumer guide that demonstrates the whole life and term layering strategy.



A life insurance strategy that fits. For life.

LI5017

Case study demonstrating the whole life and term layering strategy.



Consumer video

VID2604

Video shows clients how whole life and term insurance can provide a sound protection strategy.

FOR FINANCIAL PROFESSIONALS. NOT FOR USE WITH THE PUBLIC.

The products and/or certain features may not be available in all states. State variations will apply.

Any guarantees explicitly referenced herein are based on the claims-paying abilities of the issuing insurance company.

MassMutual Whole Life series policies ((Policy Forms: MMWL-2018 and ICC18-MMWL in certain states, including North Carolina)/ (MMWLA-2018 and ICC18-MMWLA in certain states, including North Carolina)) are level-premium, participating, permanent life insurance policies issued by Massachusetts Mutual Life Insurance Company (MassMutual), Springfield, MA 01111-0001.

MassMutual Term Life series policies (Policy Forms: TL-2018 and ICC18TL in certain states, including North Carolina) are non-participating, annually renewable term life insurance policies issued by Massachusetts Mutual Life Insurance Company (MassMutual), Springfield, MA 01111-0001.