

LIFE ESSENTIALS

NEW! PRUDENTIAL PROTECTION IUL: DESIGNED FOR PROTECTION, BUILT FOR TODAY



Starting today, August 17, we're enhancing our product portfolio to offer clients the death benefit they need, with the growth potential and flexibility for long-term success they are looking for. Prudential Protection IUL will round out our refreshed Indexed UL portfolio that includes Momentum IUL and Survivorship Index UL, which are all built on the same foundation. This new protection-focused IUL is for the life your clients are living and the legacy they strategically plan to leave.

[Learn more](#)

Product Announcements

PruLife Founders Plus Indexed UL will be discontinued in most states

Effective **August 21, 2026**, coinciding with the availability of Protection IUL, Founder Plus Indexed UL will no longer be available for sale, except in CA, DC, FL, MA, MD, MS, NC, VA, and WA.

[▶ LEARN MORE](#)

Advanced Planning

Get a sales idea before your coffee can get cold

Our 10-Minute Monday series delivers a powerful, ready-to-use sales strategy—distilled into just 10 focused minutes each month. We take big ideas and make them simple, practical, and immediately applicable so you can walk straight into your next client conversation with confidence. Get a fresh idea each month to help ensure your practice can keep growing.

[➤ REGISTER TODAY](#)

Marketing Support

Trimester Sales Strategies: Reinforce What Matters Most

Now is an opportune time for you to take stock of what's driving your business forward. Visit our August Trimester page to re-engage with popular topics from recent months including extended care, estate planning, and business strategies. Discover proven strategies to help support clients' health, wealth, and legacy goals.

[➤ LEARN MORE](#)

A Blueprint to success: See what's possible

See how a Blueprints to Black Wealth certified financial professional turned one connection into meaningful impact—and real business growth.

[➤ LEARN MORE](#)

Service & Underwriting

New Business Forms revisions for Protection IUL

Effective Monday, August 17, 2026, to support the introduction of Prudential Protection IUL, multiple forms will be updated, and new forms will be created.

The updated forms include the **Individual Applications** (ORD 96200-0826), **Juvenile Applications** (ORD 96200JUV_0826), and the **Prudential Xpress Quickform** (ORD 113034_0826).

The new forms being introduced are the **Index Universal Life Supplement** (ORD-96200IUL Supp_2026) and the **Protection IUL Disclosure** (ORD_115843_PIUL Disclosure). Refer to the Product Availability listing to determine the states where this product is available.

If applying for the Protection IUL product, only the 2026 form editions will be accepted on applications with a Part 1 date of Monday, August 17, 2026, and later. The revised forms are available on the PruXpress website.

Momentum IUL disclosure update

Effective Monday, August 17, 2026, the **Momentum IUL Disclosure** (ORD_115835-2026_MIUL Disclosure_0626) will be updated. Please consult the Product Availability chart to determine the states where Momentum IUL is approved for sale. Previous versions of the form will continue to be accepted until September 25, 2026. The revised forms are available on PruXpress.

EssentialTerm Suite: Important planned enhancements for new business submission

When we launched our EssentialTerm suite, we did so on a brand-new administration platform. This transition has already delivered efficiencies and sets the stage for even greater capabilities. While change can bring complexities, we are confident these enhancements will lead to an improved experience. Our teams are actively implementing plans to deliver continued improvements in the coming months. Bookmark the link below for real-time updates as we make these changes.

 [LEARN MORE](#)

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