

LIFE ESSENTIALS

SEPTEMBER IS LIFE INSURANCE AWARENESS MONTH



It's the ideal time to help clients put life insurance to work beyond traditional protection. Explore the September Trimester page for insights from the 2026 Insurance Barometer Study and ready-to-use resources to help spark meaningful client conversations.

[Learn more](#)

Marketing Support

Explore Prudential's purpose-built Indexed UL Suite

Our refreshed IUL suite offers something the old lineup did not: A coherent product architecture that makes all three solutions easier to understand side by side, position with clients, and added support through the sales process. Use our interactive digital experience to navigate by planning objective and pull everything you need without leaving the experience.

[▶ DISCOVER THE SUITE](#)

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](#)

Product Announcements

Protection IUL available for sale in MD, MS and WA

Effective **September 14, 2026**, Prudential Protection IUL will be available for sale in Maryland, Mississippi, and Washington.

PruLife Founders Plus Indexed UL will be discontinued in MD, MS and WA

Effective **September 18, 2026**, coinciding with the availability of Protection IUL, Founder Plus Indexed UL will no longer be available for sale in Maryland, Mississippi, and Washington.

[▶ LEARN MORE](#)

Service & Underwriting

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](#)

New form versions in Maryland, Mississippi and Washington, effective 9/14/2026

As of Monday, September 14, 2026, Maryland, Mississippi and Washington will move to new form versions to support the approval of Prudential Protection IUL in those states. Please consult the Product Availability chart to determine the states where Protection IUL is approved for sale.

The following forms will be required:

- Maryland will require Individual Application (ORD 96200-2013_MD_0826)
- Mississippi and Washington will require the revised Generic Individual Application (ORD_96200-2023_0826)
- Maryland will require Juvenile Application (ORD 96200JUV-2019_MD_0826)
- Mississippi will require the revised Generic Juvenile Application (ORD_96200JUV-2023_0826)
- Washington will require Juvenile Application (ORD_96200JUV-2023_WA_0826)

Maryland, Mississippi and Washington will require:

- Indexed IUL Supplement (ORD 96200IULSupp_2026) Generic
- Protection IUL Disclosure (ORD 115843)
- Prudential Xpress Quickform (ORD 113034 0826)

The revised forms are required for applications with a Part 1 date of 9/21/2026, or later, and will be available on PruXpress beginning September 14.

Webinars

Webinar replay: New Protection IUL

View this webinar replay to learn about the new Prudential Protection IUL. Designed for clients who want a life insurance solution focused on protection, financial security, and helping provide for those who matter most.

 [GET THE REPLAY](#)

Replays of webinars and 10-Minute Mondays

Boost your knowledge on your schedule. Our past webinars and 10-Minute Monday sessions are available for on-demand viewing.

 [GET THE REPLAYS NOW](#)

State Approvals

Get up-to-date information on product approvals by state.

[Learn more >](#)

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