



Are you prepared for the potential financial impact of a critical illness?

Help protect and preserve your earnings

Unexpected things happen. It's part of life. But what if you're ill for more than a few weeks due to cancer, a heart attack or stroke? Will you be able to maintain your standard of living?

If you're stricken with a critical illness, the bills may add up fast. There are medical costs (including co-pays and deductibles), possible loss of income, travel expenses, child-care expenses, insurance shortfalls, in-home recovery and everyday living expenses.

Cash when you need it most

The Bankers Life and Casualty Company critical illness insurance policy provides you cash when you most need it. Bankers Life **pays a lump sum benefit upon diagnosis** of up to \$70,000 directly to the insured person, not a doctor or hospital.

Use the money wherever and however you need it—even for non-medical expenses!

WHAT if...

you had an insurance policy that:

- Covers heart attack, stroke, cancer and end-stage renal failure?
- Offers a guaranteed lump sum cash benefit of up to \$70k upon diagnosis?
- Is renewable for life—guaranteed (as long as premiums are paid)?
- Carries no restrictions or limitations on how you spend your money?

Critical illness/specified disease insurance solicitation. An insurance agent may contact you.

Critical illness/specified disease insurance is issued on form series GR-G220, GR-G222 and GR-G224 by Bankers Life and Casualty Company, Chicago, IL. This product, and its features are subject to state availability and may vary by state. This policy has exclusions, limitations & terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact your insurance agent.

The Lump Sum amount is chosen at time of application.

THESE POLICIES PROVIDE LIMITED BENEFITS

Bankers Life is the marketing brand of Bankers Life and Casualty Company, select policies sold by Colonial Penn Life Insurance Company and select policies sold in New York by Bankers Conseco Life Insurance Company (BCLIC). BCLIC is authorized to sell insurance in New York.

BankersLife.com

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(06/14) 154500

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Applying is easy!

NO doctor visit. NO physical exam.*
Optional riders can maximize
your investment!

* Application subject to underwriting and company approval.


BANKERS LIFESM

The best time to prepare for the unexpected is BEFORE it happens—make a plan TODAY!

Meet with your Bankers Life insurance agent to receive your **complimentary salad shaker**.



Contact your Bankers Life insurance agent today:

- » Call **(800) 889-2827**
- » Complete and mail the attached consultation request form
- » Visit **BankersLifeCI.com**

Yes!

I'd like to take the next step to meet with my agent and receive my **complimentary salad shaker**.

<First Name> <Last Name>
<Address>
<Address 2>
<City>, <State> <Zip>

Please make any necessary corrections above.

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WHAT **if**...

you're diagnosed with cancer, or have a stroke or heart attack, how will you manage financially?

Help protect and preserve your earnings—plan ahead today!



Are you ready?

If you're stricken with a critical illness, the bills may add up fast. What if there was a plan that guaranteed a lump sum payment upon diagnosis?

Get a **complimentary salad shaker** when you meet with your Bankers Life insurance agent.

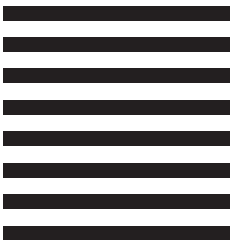


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