



Guardian's 10 Pay Flex now available!

Beginning June 12 Guardian's 10 Pay Flex will be available for sale.

Important Information

Monday, June 12 – 10 Pay Flex Whole Life will be available.

- Please refer to the updated State Approval Chart for product and rider availability.

Product overview

Guardian's 10 Pay Flex Whole Life is designed and priced to focus on performance and boost cash value in the first ten years. 10 Pay Flex is best suited for clients looking to guarantee premium payments be completed in ten years with a focus on building early cash value. This product in conjunction with Guardian's *Premiums Paid In Advance (PPIA)* is a great solution for clients that wish to pay a single premium.

Product positioning and highlights

Guardian's 10 Pay Flex Whole Life is a new product which will be offered in addition to the current 2021 series of 10 Pay Whole life. Both products offer unique features to address client needs.

Current Series of 10 Pay	Additional Version of 10 Pay Flex
2% guaranteed cash value to age 100	3% guaranteed cash value to age 100
Best long-term cash value growth	20%-30% lower premiums
Fixed loan rate of 5%, decreasing to 3% at the later of age 60 or 10th policy anniversary	Fixed loan rate of 5%, decreasing to 3.5% at the later of age 60 or 10th policy anniversary
10% PUA available	10% PUA and 5% PUA (PUA-STP) available

Rider Enhancements

The rider offering aligns with the 2021 Limited Pay Whole Life Series.

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The Guardian Life Insurance Company of America® (Guardian), New York, NY

2023-156170 exp. 5/25

Key dates

Monday, June 12, 2023
-GPS Illustrations begin
-Sale period begins

Questions

Contact Life Product Support at
1-800-871-7780, Option 2.



Rider	New Benefit
Paid Up Additions	A choice in PUA rider will be made available. At issue clients may select a 10% (PUA) or 5% (PUA STP) load rider.

For more information, refer to the Whole Life Product Guide (2021 Series).

Rider Changes in Depth

- **Paid Up Additions (2021):**
 - PUA
 - A 10% load will be assessed on all PUA contributions (not including dividend additions).
 - As with the prior series, higher loads are assessed on substandard cases.
 - PUA STP
 - A 5% load will be assessed on all PUA contributions (not including dividend additions).
 - Higher loads are assessed on substandard cases.
 - For both 1035 Exchange and Non-1035 Exchange, there are no limits on first-year excess.
 - All first-year payments above 3x base premium must be underwritten, illustrated, and noted on the application.
 - GPS limits first year payments to \$10 million or 50x the base premium. For assistance running illustrations above these limits, please contact **Life Product Support** at 1-800-7780, Option 2.
 - See the updated PUA memo for more information.

For a comprehensive explanation of available riders, see the Whole Life Product Guide (2021 Series).

Illustrations

Illustrations for the 10 Pay Flex Whole Life product are available in the Guardian Proposal System (GPS).

How to apply

Applications for 10 Pay Flex Whole Life may be submitted beginning June 12, 2023.

New Applications:

- Applications and service forms are requested through iPipeline via Guardian Online (GOL).
- Illustrations must match what is being applied for.

1035 Exchanges

Internal and External 1035 Exchanges to 10 Pay Flex Whole Life are permitted, subject to current rules and limitations.



Term conversions

- Term conversions are permitted.
- Conversion credits do not apply on 10 Pay Flex.

Marketing

The following marketing materials are approved for use with clients.

Pub #	Client Approved Material
Pub12063	10 Pay Flex Whole Life Product Highlights Flyer

Compensation

Compensation for 10 Pay Flex Whole Life differs from the existing 10 Pay Product. Compensation for the PUA rider is the same on all 2021 series products. Contact your General Agent for details.

Questions?

Contact Life Product Support at 1-800-871-7780, Option 2.

Policy Form Number: 21-WL

Rider Form Numbers: 21-PUA, PUA-STP

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All whole life insurance policy guarantees are subject to the timely payment of all required premiums and the claims ability of the issuing insurance company. Policy loans and withdrawals affect the guarantees by reducing the policy's death benefit and cash values.

Riders may incur an additional cost. Riders are subject to state availability.

Some whole life policies do not have cash values in the first two years of the policy and don't pay a dividend until the policy's third year. Refer to the individual whole life policy illustration for more information.

Paid-up Additions (PUA) are purchases of additional insurance (death benefit) that have a cash value. These purchases are made with dividends and/or a rider that allows the policyholder to pay an additional premium over and above the base premium. This creates the growth of death benefit and cash values in a participating whole life policy. Adding large amounts of paid-up additions may create a Modified Endowment Contract (MEC). A MEC is a type of life insurance contract that is subject to last-in-first-out (LIFO) ordinary income tax treatment, similar to distributions from an annuity. The distribution may also be subject to a 10% federal tax penalty on the gain portion of the policy if the owner is under age 59 ½. The death benefit is generally income tax free.

Dividends are not guaranteed. They are declared annually by Guardian's Board of Directors.

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