
Simplified Whole Life Insurance

PRODUCT GUIDE

LifeScape®

For Agent use only.
Product availability, features and rates vary by state.



Product Guide for Simplified Whole Life Insurance

Important Notice

This is a generic product guide. Your state may require a state-specific contract. The contract, **I L601, I L602, I L603** may not be available in all states.

The individual contract is your ultimate authority for any questions you may have about the requirements of this product.

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Simplified Life Insurance Portfolio

Assurity's Simplified Life Insurance portfolio offers an affordable solution to a variety of needs. This portfolio includes:

- **Simplified Level Benefit Whole Life** (Form No. I L601) – The full death benefit is provided from the first day.
- **Simplified Graded Benefit Whole Life** (Form No. I L602) – A graded death benefit is provided the first two policy years for non-accidental death (40 percent of the face amount policy year one and 75 percent of the face amount year two).
- **Simplified Modified Benefit Whole Life** (Form No. I L603) – A modified death benefit is provided the first two policy years for non-accidental death (return of premium plus 10 percent in the first two policy years).

Level Benefit Whole Life

Simplified Level Benefit Whole Life is a non-participating whole life insurance policy with level, guaranteed premiums through maturity at age 121. This policy provides the full death benefit from the first day the policy is issued. To be considered for the Level Death Benefit plan, all questions on the application must be answered “no.”

ISSUE AGES

0 through 80 Age Last Birthday (applicant must be at least 6 months old)

ISSUE LIMITS

Face Amounts \$10,000 - \$50,000

Ages 0 through 14: Male/Female – Select Non-Tobacco

Ages 15 through 19: Male/Female – Select Non-Tobacco, Tobacco

Face Amounts \$5,000 - \$50,000

Ages 20 through 65: Male/Female – Select Non-Tobacco, Tobacco

Face Amounts \$5,000-\$25,000

Ages 66 through 80: Male/Female – Select Non-Tobacco, Tobacco

To qualify for the Select Non-Tobacco class, the proposed insured must not have used any form of tobacco or nicotine-based products within the last 12 months.

NON-ILLUSTRATED

An illustration is not required for this policy, as all of the elements are guaranteed. However, illustration software is available.

NONFORFEITURE OPTION

Reduced Paid-up Policy Option, Extended Term Option and Automatic Premium Loan (APL) Option are available. If elected, the APL will be available to pay any unpaid premium as long as the premium does not exceed the maximum loan amount.

Level Benefit Whole Life (continued)

PREMIUMS

Level, guaranteed, and based on issue class, gender, and issue age (last birthday).

PAYMENT MODES AND FACTORS

Annual – 1.000

Semiannual – 0.510

Quarterly – 0.264

Monthly Preauthorized Bank Plan – 0.088

POLICY FEE

\$25

POLICY LOANS

Available when policy has cash surrender value.

POLICY VALUES

Calculation of minimum policy values and reserves are based on the 2001 Commissioner's Standard Ordinary Ultimate Mortality Table, Male/Female, Smoker/Non-smoker. Policy cash values can be determined using Assurity's Foresight illustration software.

Graded Benefit Whole Life

Simplified Graded Benefit Whole Life is a non-participating whole life insurance policy with level, guaranteed premiums through maturity at age 121. To be considered for the Graded Death Benefit plan, the proposed insured must be able to truthfully answer "no" to the medical history questions in Sections A and B, and unable to answer "no" to the medical history questions in Section C of the application. The Graded Death Benefit plan has a reduced death benefit for the first two years the policy is in force. If death due to natural causes occurs during the first year of coverage, the benefit is limited to 40 percent of the face amount. If death due to natural causes occurs during the second year of coverage, the benefit is limited to 75 percent of the face amount. After the second year, the full face amount of the policy is payable. The death benefit in Arkansas is 40 percent of the face amount in year one and 75 percent of the face amount in year two, regardless of the cause of death. The death benefit in Missouri in year one is equal to 50 percent of the face amount.

ISSUE AGES

40 through 80 Age Last Birthday

ISSUE CLASSES

Face Amounts \$5,000-\$35,000

Ages 40 through 65: Male/Female – Select Non-Tobacco, Tobacco

Face Amounts \$5,000-\$25,000

Ages 66 through 80: Male/Female – Select Non-Tobacco, Tobacco

To qualify for the Select Non-Tobacco class, the proposed insured must not have used any form of tobacco or nicotine-based products within the last 12 months.

Graded Benefit Whole Life (continued)

NON-ILLUSTRATED

An illustration is not required for this policy, as all of the elements are guaranteed. However, illustration software is available.

NONFORFEITURE OPTION

Reduced Paid-up Policy Option, Extended Term Option and Automatic Premium Loan (APL) Option are available. If elected, the APL will be available to pay any unpaid premium as long as the premium does not exceed the maximum loan amount.

PREMIUMS

Level, guaranteed, based on issue class, gender and issue age (last birthday).

PAYMENT MODES AND FACTORS

Annual – 1.000
Semiannual – 0.510
Quarterly – 0.264
Monthly Preauthorized Bank Plan – 0.088

POLICY FEE

\$25

POLICY LOANS

Available when policy has cash surrender value.

POLICY VALUES

Calculation of minimum policy values and reserves are based on the 2001 Commissioner's Standard Ordinary Ultimate Mortality Table, Male/Female, Smoker/Non-smoker. Policy cash values can be determined using Assurity's Foresight illustration software.

Modified Benefit Whole Life

Simplified Modified Benefit Whole Life is a non-participating whole life insurance policy with level, guaranteed premiums through maturity at age 121. To be considered for the Modified Death Benefit plan, the proposed insured must be able to truthfully answer "no" to the medical history questions in Section A, and unable to answer "no" to the medical history questions in Section B and Section C of the application. The Modified Death Benefit plan has a reduced death benefit for the first two years of coverage. For death due to natural causes, the benefit is limited to 110 percent of the annual premium amount in year one of coverage and 220 percent return of the annual premium amount in year two of coverage. After the second year, the full face amount of the policy is payable.

ISSUE AGES

40 through 80 Age Last Birthday

Modified Benefit Whole Life (continued)

ISSUE CLASSES

Face Amounts \$5,000-\$25,000

Ages 40 through 80: Male/Female – Select Non-Tobacco, Tobacco

To qualify for the Select Non-Tobacco class, the proposed insured must not have used any form of tobacco or nicotine-based products within the last 12 months.

NON-ILLUSTRATED

An illustration is not required for this policy, as all of the elements are guaranteed. However, illustration software is available.

NONFORFEITURE OPTION

Reduced Paid-up Policy Option, Extended Term Option and Automatic Premium Loan (APL) Option are available. If elected, the APL will be available to pay any unpaid premium as long as the premium does not exceed the maximum loan amount.

PREMIUMS

Level, guaranteed, based on issue class, gender and issue age (last birthday).

PAYMENT MODES AND FACTORS

Annual – 1.000

Semiannual – 0.510

Quarterly – 0.264

Monthly Preauthorized Bank Plan – 0.088

POLICY FEE

\$25

POLICY LOANS

Available when policy has cash surrender value.

POLICY VALUES

Calculation of minimum policy values and reserves are based on the 2001 Commissioner's Standard Ordinary Ultimate Mortality Table, Male/Female, Smoker/Non-smoker. Policy cash values can be determined using Assurity's Foresight illustration software.

Completing the application form

Completing an application for Simplified Life consists of eight easy steps:

1. Begin by completing the Proposed Insured, Policy Owner and Beneficiaries Sections.
2. Complete Health Information Section A. If a question in Section A is answered "yes," STOP! Do not ask any further medical questions and do not submit the application.
3. If all questions in Section A are answered "no," complete Section B. If a question in Section B is answered "yes," STOP! Do not ask any further health questions. The application will be considered for the Modified Benefit Life plan.

Completing the application form (continued)

4. If all questions in Section A and B are answered “no,” complete Section C. If all questions in Section A, B and C are answered “no,” the proposed insured will be considered for the Level Death Benefit plan. If a question in Section C is answered “yes,” the proposed insured will be considered for the Graded Benefit Life plan.
5. After all the questions in the Health section have been answered, please check the appropriate plan of insurance and specify the face amount and premium mode. Answer the replacement question and provide the company name and policy number, if a policy is being replaced.
6. Obtain the Proposed Insured’s signature. No one other than the Proposed Insured may sign on the Proposed Insured signature line.
7. Complete the Agent’s Statement. If the monthly premiums are being automatically deducted from a checking account or savings account, complete the Electronic Funds Authorization form and obtain a voided check. Complete the Premium Receipt and give the proposed insured the Premium Receipt. If a check for the initial modal premium does not accompany the application, the initial premium will be drafted from the insured’s financial institution at the time of policy issue.
8. Arrange the Personal History Interview (PHI) while with the proposed insured. A PHI is required on all applicants age 40+. See page 10 for instructions.

APPLICATION CHECKLIST

- Application form correct?
- Date of birth and age last birthday correct?
- Application questions answered and application signed by Proposed Insured?
- Plan applied for correct based on answers to questions in Sections B and/or C?
- Correct premium submitted (agent/agency checks and agent/agency money orders not acceptable), and if premiums paid by bank deduction, bank authorization and voided check attached?
- Application information and questions completed in person? (Applications cannot be taken over the phone or completed by mail.)
- All information and questions completed on Customer Identification Form?
 - Premium Receipt left with Proposed Insured?
- On-site Personal History Interview conducted for applicants age 40+ or voice-mail message left with underwriter requesting next-day call-back?
 - Any special effective date requested?
- Agent’s Information section completed?
- Agent Number(s) and split percentages shown?
- Referrals for your next three sales obtained?

Underwriting

The company's primary objective is to underwrite and issue Simplified Whole Life business using the application, MIB, prescription drug check, and a Personal History Interview at the time of sale.

There are no mandatory medical requirements such as paramedical or medical examinations, home office specimens, electrocardiograms, etc. Whenever possible, the company will underwrite and issue the insurance based on the answers on the application as confirmed during the Personal History Interview.

Assurity reserves the right to decline an application for conditions which may not be included on the application form.

- Applicants with chronic lung disease **and** on oxygen will not be accepted for this product.
- Applicants who have a cardiac defibrillator will not be accepted.

HEIGHT/WEIGHT CHARTS

Adult Build Table			
Insured's Height		Minimum Weight	Maximum Weight
Feet	Inches		
4	10	78	214
4	11	81	221
5	0	84	230
5	1	86	237
5	2	90	246
5	3	93	254
5	4	96	262
5	5	98	269
5	6	101	278
5	7	104	285
5	8	107	294
5	9	110	303
5	10	113	310
5	11	116	319
6	0	120	328
6	1	124	336
6	2	127	345
6	3	131	354
6	4	134	363
6	5	137	369
6	6	141	380
6	7	145	388
6	8	148	394
6	9	152	402

Underwriting (continued)

Infant Build Table – U.S. Standard (Effective March. 26, 2009)

Age – Months	BOYS				GIRLS			
	Height		Weight		Height		Weight	
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum
0	18"	21"	6	11	18"	21"	6	11
1	19"	22"	7	13	19"	22"	6	12
2	21"	24"	8	16	20"	23"	8	14
3	22"	25"	10	17	21"	24"	9	16
4	23"	26"	11	19	22"	25"	10	17
5	24"	27"	13	21	23"	26"	11	19
6	24"	28"	14	22	24"	27"	13	20
7	25"	29"	14	24	24"	28"	13	22
8	26"	29"	14	24	25"	28"	13	22
9	26"	30"	14	26	25"	29"	13	23
10	27"	30"	16	26	26"	30"	14	25
11	27"	31"	16	27	26"	30"	14	25
12	28"	31"	17	27	27"	31"	15	27
13	28"	32"	17	28	27"	31"	15	27
14	29"	32"	18	28	28"	32"	16	28
15	29"	33"	18	30	28"	32"	16	28
16	29"	33"	18	30	29"	33"	17	30
17	30"	34"	19	31	29"	33"	17	30
18	30"	34"	19	31	29"	33"	17	30
19	30"	35"	19	33	30"	34"	18	31
20	31"	35"	20	33	30"	34"	18	31
21	31"	35"	20	33	30"	35"	18	32
22	31"	36"	20	34	31"	35"	20	32
23	32"	36"	21	34	31"	35"	20	32
24	32"	36"	21	34	31"	36"	20	34

If over maximum: First look up all three identifiers of age, height and weight and if the chart indicates that this infant or child is over the maximum, go to the next step, which is to ignore the age and go by the height and weight only. If the height and weight alone is over the maximum, this infant/child is a declination. **If below the minimum:** Use the three identifiers, and if below the minimum, this infant or child is a declination.

Child Build Table – U.S. Standard (Effective Aug. 24, 2008)

Age – Years	BOYS				GIRLS			
	Height		Weight		Height		Weight	
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum
2	2' 8"	3' 0"	23	33	2' 7"	3' 0"	22	32
3	2' 11"	3' 4"	26	38	2' 10"	3' 3"	25	38
4	3' 1"	3' 7"	30	44	3' 1"	3' 6"	29	44
5	3' 4"	3' 10"	33	51	3' 3"	3' 9"	32	52
6	3' 6"	4' 1"	37	59	3' 6"	4' 1"	36	60
7	3' 8"	4' 3"	41	67	3' 8"	4' 3"	40	68
8	3' 11"	4' 6"	45	77	3' 11"	4' 6"	44	79
9	4' 1"	4' 9"	50	88	4' 0"	4' 8"	49	91
10	4' 2"	4' 11"	54	100	4' 2"	4' 11"	54	105
11	4' 4"	5' 1"	60	114	4' 4"	5' 1"	61	120
12	4' 6"	5' 4"	67	129	4' 7"	5' 4"	68	134
13	4' 8"	5' 6"	75	144	4' 9"	5' 6"	76	148
14	4' 11"	5' 9"	84	159	4' 11"	5' 7"	83	158
15	5' 2"	6' 0"	94	172	5' 0"	5' 8"	89	166
16	5' 3"	6' 1"	103	185	5' 0"	5' 8"	94	171

If over maximum: First look up all three identifiers of age, height and weight and if the chart indicates that this infant or child is over the maximum, go to the next step, which is to ignore the age and go by the height and weight only. If the height and weight alone is over the maximum, this infant/child is a declination. **If below the minimum:** Use the three identifiers, and if below the minimum, this infant or child is a declination.

Underwriting (continued)

DECLINABLE CONDITIONS

Illness/Disease	Condition
Anemia	Sickle Cell under age 40 Severe anemia - Hospitalized within the past year
Aneurysm	Present or multiple
Angina	Unstable or Increasing in intensity or frequency
Asthma	If hospitalized within past year
Breast mass, lump or nodule not yet biopsied	Not removed and/or surgery advised
Cancer	Present with treatment not done Stage III and up, or Hodgkin's in past 5 years ALL & CLL less than 5 years AML, CML, Hairy Cell, anaplastic, Giant Cell or Spindle Cell
Coronary Artery Disease	Current age < 50 Bypass surgery, heart attack or angioplasty within past 6 months
Criminal	Charges pending or on parole or probation
Diabetes	Age 0-15 Diagnosed past 12 months and/or uncontrolled A1C or BS With circulation or eye problems
Emphysema (COPD)	Severe Smoker or treatment with oxygen
Epilepsy / Seizure	Greater than 8 episodes per year
Gastric ByPass	Less than 6 months ago
Gastrointestinal Bleed	Multiple episodes
Hemophilia	Under age 18 Severe-Hospitalization within the past year
Hepatitis	Acute A or B within the past 6 months or Chronic hepatitis of any type
Huntington's Chorea	
Hypertension	Uncontrolled
Kidney	Polycystic kidney disease under age 50 Transplant less than 10 years Dialysis
Lupus Erythematosus	Diagnosed less than 2 years ago
Mental Nervous	Hospitalized and or suicide attempt within past 5 years
MVR	Multiple DUI's
Pancreatitis	Chronic and or due to alcohol
Parkinson's	Progressive or Severe - per meds taken
Peripheral Vascular Disease	Less than one year diagnosed
Sleep Apnea	Severe
Stroke or TIA	Less than 1 year ago
Substance Abuse (Alcohol or drug)	Less than one year treatment Current usage after treatment
Thyroid Disorder	No work up by a doctor yet

Underwriting (continued)

NON-U.S. CITIZENS

We will consider non-U.S. citizens if they have official permanent resident status. Proof of permanent resident status (permanent visa) is required.

TELEPHONE INTERVIEW PHONE NUMBER (877) 611-4701

A Personal History Interview will be conducted with the Proposed Insured at the time of sale for all applicants age 40+. Interviewers are available from 8 a.m. through 9 p.m., Monday through Friday (Central Time). Personal History Interviews not completed during normal working hours will be conducted on the next business day.

The Personal History Interviewer will verify the application data (name, address, birth date, age, beneficiary designation). The interviewer confirms that the Proposed Insured signed the application in the presence of the agent. If information is developed during the interview that conflicts with the answers on the application, there could be a change in the plan requested.

MAKING THE CALL

The agent is encouraged to call while with the Proposed Insured. Advise the interviewer that you are calling to complete an interview for Assurity's Simplified Life plan. Place the proposed insured on the telephone so the interviewer may ask questions directly to the individual who is being insured. It is important that your client is prepared to provide the necessary medical information and medications.

If calling outside the specified time periods, the agent should leave a voice mail. Your client will receive a telephone interview the next business day.

Administrative Guidelines

ACCEPTABLE PAYMENT METHODS

Assurity **will accept** the following methods of payments for initial and renewal premium and contributions for cash value life insurance, annuities or reversionary annuity products:

- Personal checks;
- Preauthorized checks or drafts;
- Credit cards for initial and renewal premium and/or initial and renewal contributions;
- Money orders in amounts below \$200 per month per policy;
- Cash for renewal premiums or contributions where payment by cash has a historical basis;
- ACH and wire transfers for premiums or contributions where such a payment method has a historical basis.

Other forms of payment including producer personal checks, producer credit cards, cash, wire transfers, cashier's checks and money orders, except as noted above, **will not** be accepted.

You have the following responsibilities with respect to acceptable/unacceptable methods of payment:

- to communicate the restrictions on acceptable payment to applicants and customers in advance of accepting payment;

Administrative Guidelines (continued)

- to explain what forms of payment are acceptable and return the unacceptable payment immediately, if an applicant or customer gives you an unacceptable form of payment;
- to report difficulty dealing with an applicant or customer regarding the company's acceptable and unacceptable forms of payment and to obtain information with respect to forms of payment received by Assurity.

ADVANCE PREMIUMS

Premiums may be paid in advance of their due date. When annual premiums are paid *at least a year in advance*, a discount is applied. The discount rate may change periodically to reflect current interest rates.

ASSIGNMENTS

The company accepts collateral assignments of life insurance. A form may be obtained on AssureLINK's Forms/Supplies page or by contacting the client services department at (800) 869-0355, Ext. 4279. The form is to be returned to the assignee and a copy retained by the company.

ANNUAL STATEMENT

The policy owner will receive a Policy Annual Statement on each policy anniversary. The statement will show all policy activity for the prior policy year.

CHANGE OF BENEFICIARY

To change the beneficiary on an in-force policy, a Request for Change of Beneficiary form must be completed. A form may be obtained on AssureLINK's Forms/Supplies page or by contacting the client services department at (800) 869-0355, Ext. 4279. Return of the policy is not required.

CHANGE OF OWNER

The owner of an in-force policy may be changed while the Insured is alive. To change the owner, a Change of Ownership form must be completed. A form may be obtained on AssureLINK's Forms/Supplies page or by contacting the client services department at (800) 869-0355, Ext. 4279. The return of the policy is not required.

DUPLICATE POLICIES

A duplicate policy is available through the client services department. The policy owner will be mailed a Lost Policy Affidavit. The company will prepare and mail a duplicate policy upon receipt of the completed affidavit.

GRACE PERIOD

A 31-day grace period is included in the policy for premiums not paid on or before the due date.

REINSTATEMENT

A lapsed policy may be reinstated within three years of the lapse date if: 1) the company agrees the insured is insurable, and 2) all unpaid premiums, including the compound interest of 6 percent from each due date, is received.

Administrative Guidelines (continued)

STANDARD POLICY LOANS

The loan value of the policy equals the cash value at the time of the loan – less any unpaid premiums and any unpaid loans or loan interest – through the next policy anniversary. The policyowner must send a signed, written request to the client services department. All loan checks are mailed directly to the policyowner with a copy of the letter sent to you, the agent.

SURRENDER

To surrender a policy, the policyowner must send a written request to the client services department and return the original policy.

DEATH CLAIM PROCESSING

Please contact the claims department to request an Application for Individual Life Benefits and provide the policyowner's date of death. Return the completed application to the claims department along with a certified copy of the policyowner's death certificate and the policy.

PREMIUM BILLING

The original premium notice for the direct premium mode is mailed 20 days prior to the due date. If unpaid, a reminder notice is mailed five days after the due date. If a remittance is still not received at the end of the 31-day grace period, lapse/nonforfeiture processing will be initiated.

Preauthorized premium payments may be drafted on any day falling between the 1st and the 28th of each month. If a preauthorized payment is returned, the company will notify the policyowner and send a copy of the notification to you, the agent. If a remittance is not received prior to the expiration of the grace period, lapse/nonforfeiture processing will be initiated.

Please contact client accounting at the home office for authorization forms needed to indicate a change in banks or to deduct a premium from a policyowner's bank account.

LIST BILLING

If you need to establish a "list billing," contact policy accounting at (800) 869-0390 Ext. 4390 at the home office. Policy premiums arranged on a list bill are billed to a policyowner's place of employment.

Customer Service

FOUR-DAY SERVICE GUARANTEE

This product qualifies for the four-day service guarantee, the **Assurity Advantage**. The **Assurity Advantage** assures that your simplified underwritten application will be processed and the policy mailed within four business days, or the writing agent can cash in on an additional \$100.

Applications need to be filled out correctly and all required items included to qualify! For more information about the **Assurity Advantage**, contact your regional sales manager.

MULTIPLE APPLICATIONS RECEIVED WITH A SERVICE GUARANTEE PRODUCT

When multiple products are applied for simultaneously, we will hold all applications until a final decision has been made for each product, and they will be issued together.

Customer Service (continued)

Therefore, if a product in the **Assurity Advantage** program is applied for at the same time as a non-Assurity Advantage product, it will not qualify for the service guarantee.

About Assurity

Assurity Life Insurance Company's origins are rooted in a century-long legacy of providing long-term security to policyholders that has earned generations of customers' confidence and trust.

Assurity Life serves customers across the nation, offering disability income, critical illness, accident, hospital indemnity, long-term care and life insurance, annuities and specialty insurance plans through our representatives, worksite distribution and direct mail.

With assets exceeding \$2 billion, Assurity Life has built a reputation for "best in class" service and sound, conservative business practices with a disciplined approach to financial management. Headquartered in Lincoln, Neb., Assurity Life has earned a high rating from A.M. Best Company, one of the insurance industry's leading independent analysts. For more information about this rating, please visit www.ambest.com or www.assurity.com.

We're proud of our history of integrity, financial accountability...and helping people through difficult times.

Revisions to this Product Guide

Date	Page	Update
8/11/2009	10	Declinable Conditions added (page numbers changed as a result)
8/04/2009	10	Text deleted in the Personal History Interviewer paragraph
8/04/2009	13	About Assurity paragraph updated
5/4/2009	8	"Assurity reserves the right to decline an application..." text and bullets added.
3/27/2009	9	Infant Build Table charts updated
2/17/2009	9	"If under..." text added to the Infant and Child Build charts
1/21/2009	9	"If over..." text added to the Infant and Child Build charts
1/09/2009	12	Added "Customer Service" section
1/02/2009	4, 5	Deleted text under the product heading that said "Not available in [state]." (Page 2 states that the product may not be available in all states)
12/12/2008	All	"For Agent Use Only" text added to each page
12/12/2008	9	Infant Build Chart and Child Build Chart added
12/12/2008	13	"Revisions to this Product Guide" added
12/12/2008	11	Text updated: "A form may be obtained on AssureLINK's Forms/Supplies page..."