

SERFF Tracking Number: AULD-127928285 State: Arkansas
Filing Company: State Life Insurance Company State Tracking Number: 50565
Company Tracking Number: I-23440
TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Asset Care - A Better Way To Prepare
Project Name/Number: Asset Care - A Better Way to Prepare/I-23440

Filing at a Glance

Company: State Life Insurance Company

Product Name: Asset Care - A Better Way To Prepare SERFF Tr Num: AULD-127928285 State: Arkansas

TOI: L071 Individual Life - Whole SERFF Status: Closed-Filed-Closed State Tr Num: 50565

Sub-TOI: L071.101 Fixed/Indeterminate Co Tr Num: I-23440 State Status: Filed-Closed
Premium - Single Life

Filing Type: Form

Author: Ann Smith

Date Submitted: 12/27/2011

Reviewer(s): Linda Bird

Disposition Date: 01/04/2012

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: Asset Care - A Better Way to Prepare

Project Number: I-23440

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 01/04/2012

State Status Changed: 01/04/2012

Created By: Ann Smith

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Ann Smith

Filing Description:

RE: The State Life Insurance Company

FEIN: 35-0684263 NAIC: 69116

Invitation to Inquire - Advertising Form:

I-23440 Asset-Care – "A Better Way to Prepare"

The above referenced advertisement is being submitted for your review and approval. This form is new and does not replace any form currently in use by our company.

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Our brokers will use this advertisement with prospective clients for State Life's Asset Care form number L301, (whole life with long term care provisions) approved by your department on March 8, 2006; R518, Caregiver/Equipment Rider approved by your department on January 7, 2008 (SERFF AULD-125411699); and Inflation Protection Rider, form number R519 approved by your Department on July 16, 2008 (SERFF AULD-125734674).

This advertising piece is pending approval from our domiciliary state of Indiana.

State Life has reviewed the form and believes, to the best of its knowledge, the form is both consistent with the laws and regulations of your state and in compliance with those laws and regulations. The form contains no unusual or possibly controversial items deviating from normal company or industry standards.

Company and Contact

Filing Contact Information

Ann Smith, Sr. Contract Analyst Ann.Smith@oneamerica.com
 One American Square 317-285-4223 [Phone]
 Indianapolis, IN 46206

Filing Company Information

State Life Insurance Company CoCode: 69116 State of Domicile: Indiana
 One American Square Group Code: 619 Company Type:
 P.O. Box 406 Group Name: State ID Number:
 Indianapolis, IN 46206 FEIN Number: 35-0684263
 (877) 285-7660 ext. [Phone]

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Life Insurance Company	\$50.00	12/27/2011	54831298

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	01/04/2012	01/04/2012

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Disposition

Disposition Date: 01/04/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Asset Care - A Better Way to Prepare		Yes

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Form Schedule

Lead Form Number: I-23440

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	I-23440	Advertising	Asset Care - A Better Way to Prepare	Initial		0.000	Asset-Care_self_funding_casestudy_v2_122111.pdf

A better way to prepare for long-term care expenses

Bob and Mary are typical retirees. They worked hard their entire lives, saved, and addressed the obstacles to an enjoyable retirement — except one. Bob and Mary have not prepared for the risk of needing long-term care (LTC). Should LTC become a reality, they have decided that the CD they own at the local bank will be used to pay the cost. Bob and Mary are willing to assume the entire risk of LTC themselves based on the options they have been presented.

The problem with self-funding LTC comes with its high price tag. While many have a “rainy day” fund like Bob and Mary’s CD, there is no guarantee that it will be enough. Care could last for an extended period of time — and Bob and Mary may both require care.

Talk with your insurance professional about how Asset-Care can help you prepare for needing LTC — or never needing it.

Rainy day funds can be quickly exhausted in such scenarios.

Another approach may be to use the rainy day asset to purchase a much larger pool of dollars that can be used for LTC expenses. Asset-Care®, from The State Life Insurance Company, is whole life insurance that allows access to the death benefit for qualifying LTC expenses. Funding Asset-Care with a single premium from a source such as a CD, can provide a larger

pool of dollars for care, guaranteed cash value accumulation, and if care is never needed, a death benefit to heirs. Asset-Care can even provide benefits to both Bob and Mary from a single policy.

Notes: Products not available in all states or may vary by state. Asset Care Policy Forms: L301, SA31, R501, R518 and R519 (or state variation). Key aspects of the joint life Asset-Care have been awarded a patent by the U.S. Patent and Trademark Office. All guarantees are subject to the claims paying ability of State Life. All individuals in this scenario are fictitious and are used for analytical purposes only. Whole life insurance contains a premium expense charge and has surrender charges for partial cash value with withdrawals.

Benefits of using your rainy day fund to purchase Asset-Care®



Cash value

or

Death benefit

or

LTC benefits

+

Optional lifetime LTC coverage

NOT FDIC INSURED

MAY LOSE VALUE

NOT BANK GUARANTEED

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Products and financial services provided by

THE STATE LIFE INSURANCE COMPANY | a ONEAMERICA® company

P.O. Box 406 | Indianapolis, IN 46206 | 1-800-275-5101 | www.oneamerica.com

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Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification Bypass Reason: We believe this requirement is not applicable to this advertising filing. Comments:		

	Item Status:	Status Date:
Bypassed - Item: Application Bypass Reason: This is not a policy filing. It is an advertising filing. Comments:		

	Item Status:	Status Date:
Bypassed - Item: Life & Annuity - Acturial Memo Bypass Reason: We believe this requirement is not applicable to this advertising filing. Comments:		