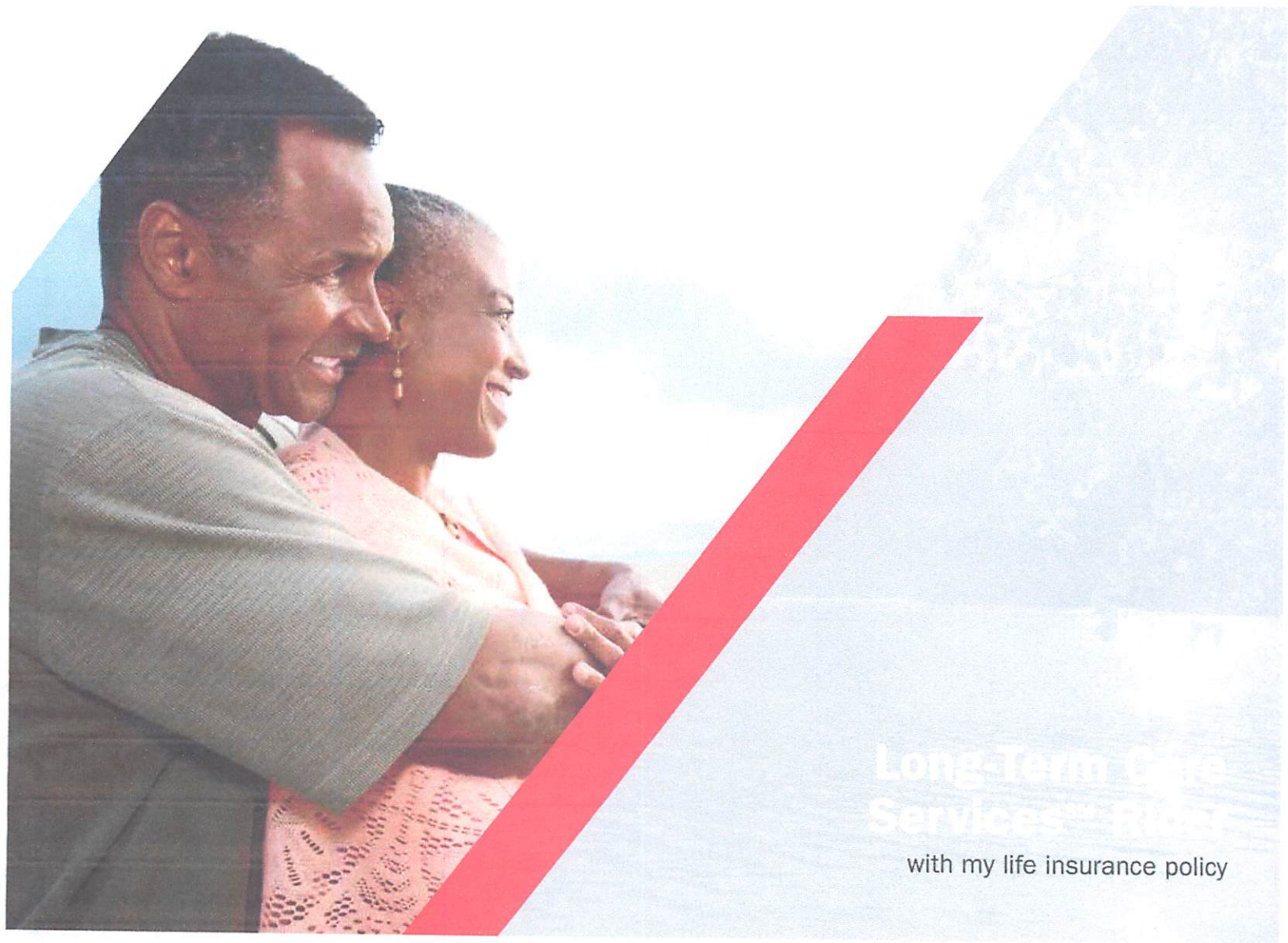


life insurance

- AXA Equitable Life Insurance Company
- MONY Life Insurance Company of America

one strategy can help address two needs



Long-Term Care
Services™ Rider
with my life insurance policy

Life Insurance: • Is Not a Deposit of Any Bank • Is Not FDIC Insured • Is Not Insured by Any Federal Government Agency • Is Not Guaranteed by Any Bank or Savings Association • May Go Down in Value

ICC16-GE-113833A (4/16) (Exp. 4/18)



the real need for long-term care

Health care for the aging population continues to be a prominent concern among future retirees. As more people live longer with chronic conditions, the demand for long-term care services will rise dramatically. In fact, an estimated 70 percent of Americans who reach age 65 will need some form of long-term care service and support.¹ While many will be cared for by family and friends, millions of others will rely on professional care either at home or in long-term care facilities. The question that you may be asking yourself is, “Am I financially prepared for the ongoing expenses associated with this care if I need it?”

The Long-Term Care ServicesSM Rider is an accelerated death benefit rider available at issue for an additional cost with certain individual permanent life insurance products. This rider may advance all or a portion of a policy's death benefit to pay for qualified long-term care services if a physician certifies that you have become chronically ill and otherwise qualify under the rider. The Long-Term Care ServicesSM Rider provides you with a versatile benefit that can be used during your lifetime to pay for some of the expenses associated with long-term care, if needed.

The company has the right to increase charges on the Long-Term Care ServicesSM Rider, up to a guaranteed maximum rate. An increase in rider charges may require a higher premium in order to keep the policy and rider in effect. Also, the approval of this rider is subject to underwriting. The underwriting requirements are based on our published age and amount guidelines, which may include a paramedical exam.

Contact your Financial Professional today to discuss how the Long-Term Care ServicesSM Rider may help you meet your unique financial goals. Receipt of the accelerated benefits may be taxable; therefore, you should seek assistance from a tax advisor.

¹ *Long-Term Care: What Are the Issues? Health Policy Snapshot Issue Brief*, Robert Wood Johnson Foundation, February 2014.



The Potentially High Cost of Care

Depending on where you live and the type of care that you require, long-term care expenses can exceed \$75,000 per year.² In some states, that cost of care can be much higher. At these rates, the choice to self-insure can be very challenging. A common misconception among people without Long-Term Care insurance (LTCi) may be that government health programs such as Medicare and Medicaid will cover these costs.

While Medicare provides limited coverage for nursing home and home care services, it is designed to pay for the treatment of acute, short-term illness — not ongoing care associated with Activities of Daily Living,³ such as eating, bathing, and dressing. Therefore, Medicare's coverage of nursing home and home care services is very limited.

Medicaid, a different program entirely, may cover ongoing costs associated with long-term care, but requires that recipients meet strict asset and income eligibility criteria and that care be restricted to Medicaid-approved services and facilities.

Under the Long-Term Care ServicesSM Rider, you are generally eligible for benefits if a physician certifies that you need substantial assistance to perform at least two of the six Activities of Daily Living, which include: eating, bathing, dressing, toileting, continence and transferring, or if you have a significant cognitive impairment.

² Gross, Jane. "How Medicare Fails the Elderly." The New York Times, October 15, 2011.

³ As defined in the Internal Revenue Code Section 7702B.

The Long-Term Care ServicesSM Rider

There is another way to help protect yourself and your family should you have a need for life insurance and eventually require long-term care. Consider purchasing the Long-Term Care ServicesSM Rider in conjunction with a new permanent life insurance policy.

While life insurance ensures that loved ones will receive immediate funds in the event of your death, the Long-Term Care ServicesSM Rider allows you to accelerate some or all of the amount of a policy's death benefit called the Long-Term Care Specified Amount to help pay for qualified long-term care services. The Long-Term Care ServicesSM Rider is not a stand-alone LTCi policy, but it can provide funds for long-term care services should the need arise. Though the Long-Term Care ServicesSM Rider may not cover all costs associated with your care, it may certainly help defray the financial burden. Therefore, other than your life insurance policy, assets you have earmarked for retirement and bequests may be protected and can be used as you intended, rather than possibly being depleted to provide for your care.

The maximum amount of benefits you can receive under the rider is the Long-Term Care Maximum Total Benefit, which is equal to the policy's initial Face Amount times the Acceleration Percentage selected by you, the policyowner, at issue. To understand how the Acceleration Percentage differs between Death Benefit Options A and B, please see the example in the call-out box. Since the benefit provided under the rider is an acceleration of a policy's death benefit, certain policy transactions, such as a reduction in the policy's Face Amount, can reduce the Long-Term Care Maximum Total Benefit. To be eligible for benefits under this rider, you must be chronically ill and receiving qualified long-term care services in accordance with a Plan of Care. The Elimination Period must be satisfied and we must receive notice of claim and

satisfactory proof of loss. Services must be rendered by a facility or agency as defined in the rider. Pre-existing condition exclusions also apply. Please request the Outline of Coverage and Policy Rider Form for more information. Some restrictions may apply. See "Limitations and Exclusions" on the back cover of this brochure.

Death Benefit Option	Acceleration Percentage
A ⁴	20-100%
B ⁵	100%

how it works

- Jack has a permanent life insurance policy with an initial Face Amount of \$1 million and elects Death Benefit Option A⁴ with an Acceleration Percentage of 50%. Therefore, his Long-Term Care Specified Amount at issue is \$500,000.
- Stacy has a permanent life insurance policy with an initial Face Amount of \$1 million and elects Death Benefit Option B.⁵ For any policy with Death Benefit Option B, the Acceleration Percentage is always 100%. Therefore, her Long-Term Care Specified Amount at issue is \$1,000,000.

⁴ For Death Benefit Option A policies, the Maximum Total Benefit is equal to current Long-Term Care Specified Amount. The policyowner may select an Acceleration Percentage between 20% and 100%. Once selected, the Acceleration Percentage may not be changed.

⁵ For Death Benefit Option B policies, the Acceleration Percentage must be 100% and the Maximum Total Benefit is equal to current Long-Term Care Specified Amount plus the Policy Account Value.

Choosing Your Coverage

When you apply for the permanent life insurance policy and elect the Long-Term Care ServicesSM Rider, you will designate the Face Amount of life insurance needed, and the Acceleration Percentage to determine the Long-Term Care Specified Amount along with Monthly Benefit Percentage, which determines the maximum monthly benefit amount available under the rider. See the chart

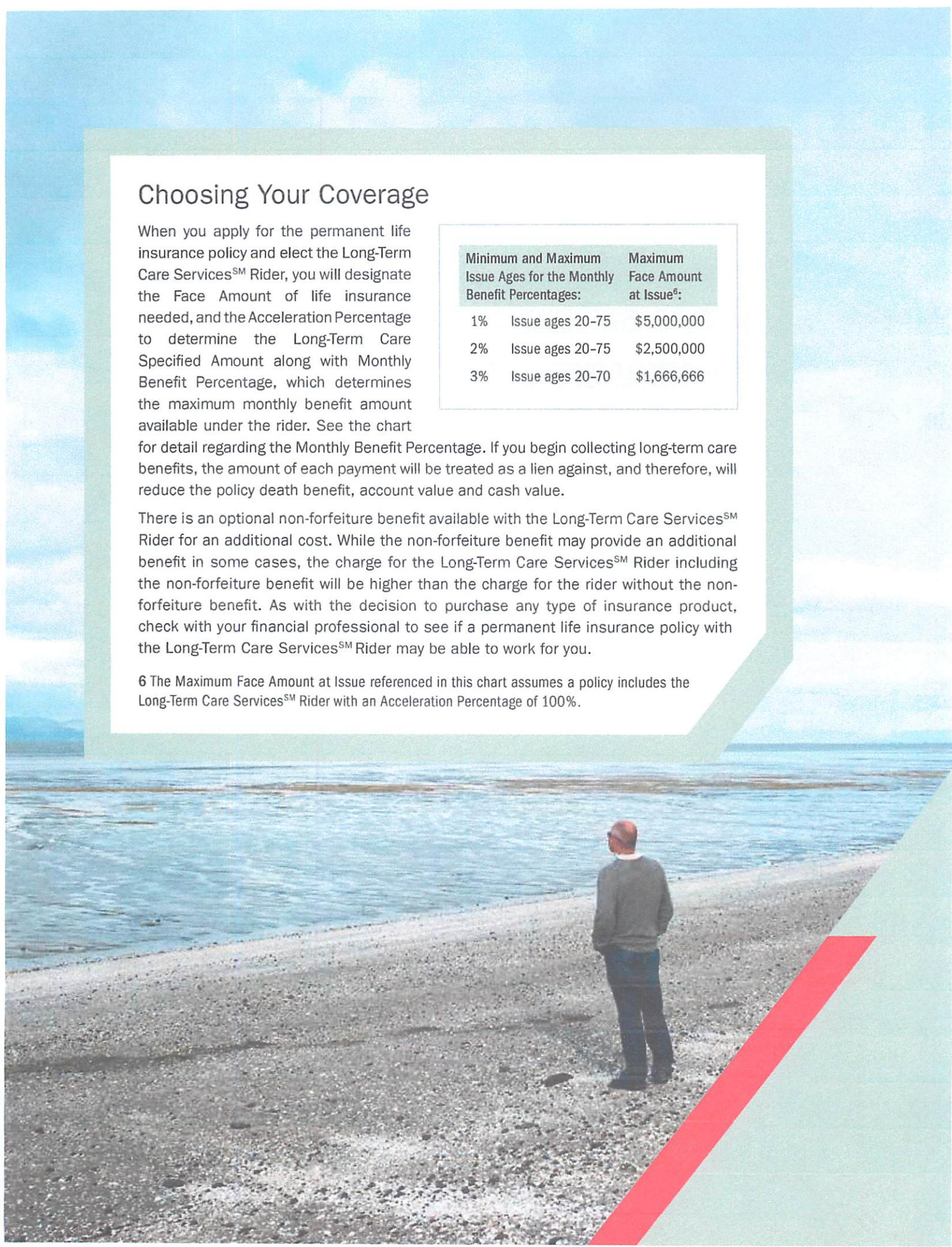
for detail regarding the Monthly Benefit Percentage. If you begin collecting long-term care benefits, the amount of each payment will be treated as a lien against, and therefore, will reduce the policy death benefit, account value and cash value.

There is an optional non-forfeiture benefit available with the Long-Term Care ServicesSM Rider for an additional cost. While the non-forfeiture benefit may provide an additional benefit in some cases, the charge for the Long-Term Care ServicesSM Rider including the non-forfeiture benefit will be higher than the charge for the rider without the non-forfeiture benefit. As with the decision to purchase any type of insurance product, check with your financial professional to see if a permanent life insurance policy with the Long-Term Care ServicesSM Rider may be able to work for you.

⁶ The Maximum Face Amount at Issue referenced in this chart assumes a policy includes the Long-Term Care ServicesSM Rider with an Acceleration Percentage of 100%.

Minimum and Maximum Issue Ages for the Monthly Benefit Percentages:	Maximum Face Amount at Issue ⁶ :
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1%	Issue ages 20-75	\$5,000,000
2%	Issue ages 20-75	\$2,500,000
3%	Issue ages 20-70	\$1,666,666



If You Don't Use It, You **Don't** Lose It

If you decide to add the Long-Term Care ServicesSM Rider to your permanent life insurance policy at issue and don't receive payments under the rider, the policy's entire net death benefit will pass to your beneficiaries when you die. In other words, if you do not use your long-term care protection, although you have paid the rider charge for the option to accelerate the death benefit, you haven't spent decades paying premiums for a policy that never pays any benefit at all. Additionally, if you begin collecting monthly benefits under the Long-Term Care ServicesSM Rider, but do not receive the full death benefit of your policy, the remaining death benefit will be paid to your beneficiaries at your death.

Protect What's Important

If you were asked what's important to you, most likely you would name loved ones. That's why you intend to protect them by owning life insurance. Consider *their* response if asked the same question: they would most likely name you.

Life insurance will help provide for the people who matter the most to you when you're gone. But think about what could happen if you are still living, yet unable to independently care for yourself — the emotional impact would be great, but the same might be said for the financial impact. Help secure your family's financial future and yours with a combination of life insurance and the Long-Term Care ServicesSM Rider. Help protect what's important: the quality of their lives and yours.

The HIPAA limit for 2016 is \$340 per day. This daily benefit limit is adjusted annually for inflation. For purposes of calculating the Maximum Monthly Benefit payment, we also apply a 200% of the HIPAA limit and assume a 30-day month. For 2016, this produces a benefit payment limit of \$20,400 per month. There is an overall Maximum Monthly Benefit of \$50,000.



Long-Term Care ServicesSM Rider

A life insurance policy with the Long-Term Care ServicesSM Rider provides a single strategy to meet your financial protection and death benefit needs.

- If needed, you can accelerate all or part of your policy's death benefit, which can be used to help pay for qualified long-term care expenses.
- Any part of the death benefit not accelerated as benefits provided under the Long-Term Care ServicesSM Rider will be paid to beneficiaries at the Insured's death.



LIMITATIONS AND EXCLUSIONS:

(a) Preexisting conditions. This rider does not cover conditions for which the insured person received medical advice or treatment from a provider of health care services (or a condition for which treatment was recommended to the insured person by a health care provider) within six months preceding the effective date of this rider. No benefits will be provided under the rider during the first six months for long-term care services received by the Insured due to a preexisting condition. Days of Service received by, or recommended to, the Insured for a preexisting condition during the first six months that the rider is in force will not be counted toward the satisfaction of the Elimination Period.

(b) Exclusions, Exceptions and Limitations. This rider does not cover services provided by a facility or an agency that does not meet the rider definition of such facility or agency. The rider does not cover care or treatment:

- From a facility that primarily treats drug addicts or alcoholics;
- From a facility that primarily provides domiciliary, residency or retirement care;
- From a facility owned or operated by a member of your or the insured person's Immediate Family;
- Provided by a member of the insured person's Immediate Family;
- From anyone who is under suspension from Medicare or Medicaid;
- If benefits are sought only because a third party requires that this rider be exercised (as, for example, to obtain or maintain a government assistance benefit);
- For an attempted suicide or intentionally self-inflicted injuries;
- As a result of alcoholism or drug abuse (unless drug abuse was a result of the administration of drugs as part of treatment by a Physician);
- Due to war (declared or undeclared) or any act of war, or service in any of the armed forces or auxiliary units;
- Due to committing or attempting to commit or participating in a felony, riot or insurrection;
- Received outside the United States unless the initial and any annual renewal certifications are completed by a U.S. Licensed Health Care Physician. For purpose of this exclusion, United States shall mean the 50 states, District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

This rider may not cover all the expenses associated with the Insured's long-term care needs. If your policy is subject to a loan, a portion of the monthly benefit payment will be applied to repay a portion of the outstanding policy loan.

The purpose of this method of marketing is solicitation of insurance and contact may be made by an insurance agent, producer, insurance company or insurance agency.

Actual terms and conditions of the Long-Term Care ServicesSM Rider are contained in Rider Form ICC12-R12-10. This rider has exclusions and limitations under which the rider may be continued in force or discontinued. It may not be available in all jurisdictions. For more information, costs and complete details of coverage, contact your life and health insurance licensed financial professional or the company.

The product brochure for the applicable life insurance policy must accompany this **Long-Term Care ServicesSM Rider brochure and the Long-Term Care ServicesSM Rider Planning Perspective**. In the case of a variable life insurance policy, this material must be preceded or accompanied by the applicable current variable life insurance prospectus and applicable prospectus supplements, which contain more complete information about the policy, including risks, charges, expenses and investment objectives. You should review the prospectus and consider the information carefully before purchasing a policy.

Life insurance products are issued by AXA Equitable Life Insurance Company (AXA Equitable), New York, NY, or affiliate MONY Life Insurance Company of America (MONY America), an Arizona Stock Corporation, main administrative offices in Jersey City, NJ. MONY America is not licensed to do business in New York. Life insurance products are co-distributed by AXA Advisors, LLC and AXA Distributors, LLC. All companies are affiliated and directly or indirectly owned by AXA Equitable Financial Services, LLC, and do not provide tax or legal advice. You should consult with your tax and legal advisors regarding your particular circumstances.

For complete details regarding rider costs of coverage, call your Financial Professional.

The issuing life insurance company has sole financial responsibility for its own obligations.

The rider is intended to be federally tax-qualified.

"AXA" is the brand name of AXA Equitable Financial Services, LLC and its family of companies, including AXA Equitable Life Insurance Company (NY, NY), MONY Life Insurance Company of America (AZ stock company, administrative office: Jersey City, NJ), AXA Advisors, LLC, and AXA Distributors, LLC. AXA S.A. is a French holding company for a group of international insurance and financial services companies, including AXA Equitable Financial Services, LLC. This brand name change does not change the legal name of any of the AXA Equitable Financial Services, LLC companies. The obligations of AXA Equitable Life Insurance Company and MONY Life Insurance Company of America are backed solely by their claims-paying ability.

RIDER FORM: ICC12-R12-10.

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