

**HOW IT WORKS**

In a market where guarantees are increasingly rare, Equimax provides traditional whole life insurance benefits including:

- Guaranteed premiums, cash values and death benefit,
- Choice of two plan types to meet your short or long-term goals,
- Choice of Life Pay or 20 Pay (premiums payable for 20 years),
- The ability to maximize the tax-sheltered growth within the plan by making additional deposits,<sup>3</sup>
- Participating policy eligible to receive dividends.<sup>4</sup>

<sup>1</sup>When a 20 Pay option is selected, the base plan is paid up in 20 years. Premiums for optional Riders and benefits may extend beyond 20 years. <sup>2</sup>The cash value is accessible via a withdrawal, policy loan or both and may be subject to taxation. <sup>3</sup>Limits are set on the amount of deposits you can make to ensure the policy remains tax-exempt under the Income Tax Act (Canada). <sup>4</sup>Dividends are not guaranteed. They are subject to change, and will vary based on the actual investment returns in the Participating Account as well as mortality, expense, lapse, claims experience, taxes and other experience of the participating block of policies. They have the potential to increase the value of your policy above the guaranteed amount, depending on the Dividend Option selected. <sup>5</sup>Some restrictions apply. See contract for details. <sup>6</sup>Ages selected at issue.

equimax

## EQUITABLE LIFE OF CANADA. A wise choice.

Through personal service, superior products and an ongoing commitment to mutuality, Equitable Life can assist you in reaching your financial goals. Whether you're making your first investment, building your financial plan, or looking for ways to protect what is most important to you, we have the solutions you need. With customer-centred staff, and a prudent investment strategy focused on long-term stability, growth and profitability, we also have the focus and expertise you need. In all aspects of your life, we're committed to helping you achieve the financial future you're looking for, by putting you first.

While Equitable Life has made every effort to ensure the accuracy of the information presented here, the policy contract governs in all cases.



One Westmount Road North,  
Waterloo, Ontario N2J 4C7  
Visit our website: [www.equitable.ca](http://www.equitable.ca)

<sup>®</sup> denotes a trademark of The Equitable Life Insurance Company of Canada.

## A HEAD START, FOR TOMORROW



Children and grandchildren have just about everything they need today. Give them a head start for tomorrow, with Equimax<sup>®</sup>.

**WHY BUY LIFE INSURANCE ON A CHILD?**

For many, the subject is taboo. But there are many reasons for buying life insurance on a child...and some of them may surprise you.

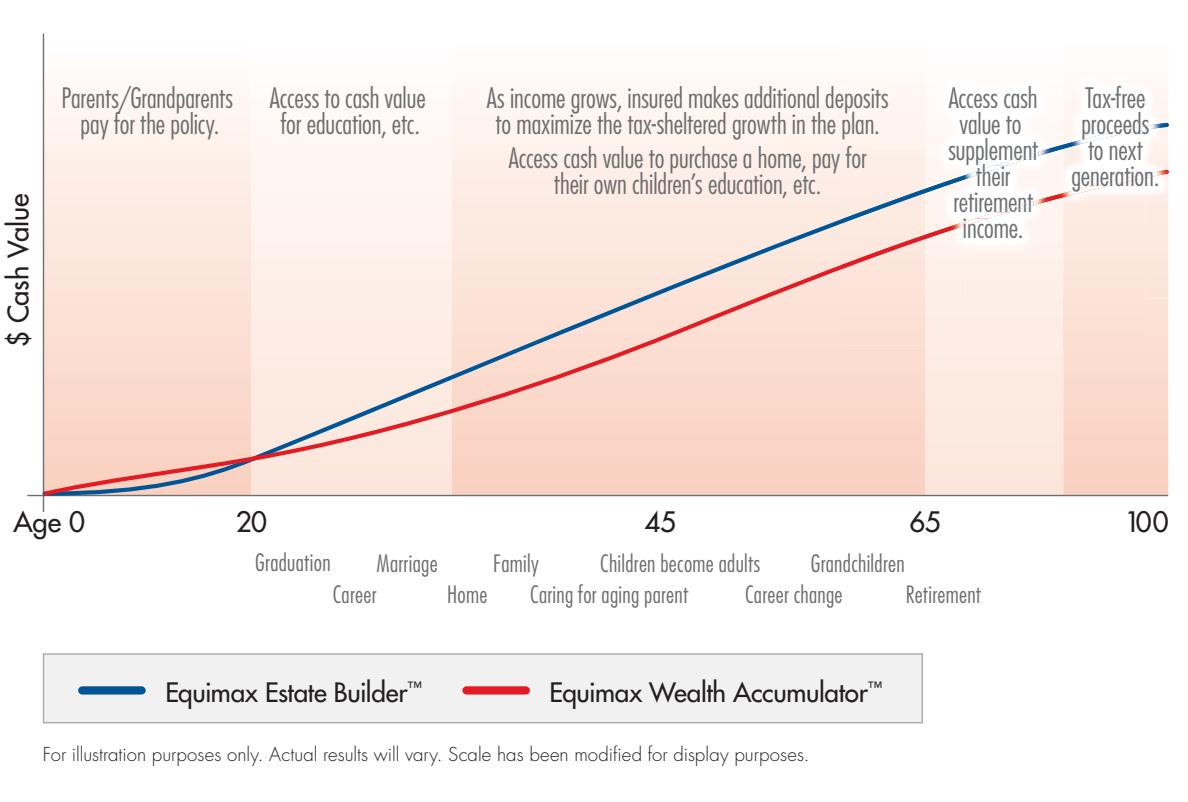
Life insurance for children:

1. Protects a family's financial security by making funds available so parents can take a leave from work to help the family deal with the loss.
2. Provides permanent insurance at children's rates. The policy can be paid up in as early as 20 years.<sup>1</sup>
3. Creates a stable investment option with tax-sheltered growth and cash value that can be accessed<sup>2</sup> to fund education.

Whatever your reason, Equimax participating (par) permanent whole life insurance is a simple and affordable option.

## A PLAN THAT MEETS A LIFETIME OF NEEDS

Equimax can grow with your child and meet their changing insurance and savings needs:



## A UNIQUE, STABLE INVESTMENT

Equimax provides a stable, hands-off investment option that offers tax-sheltered growth and two plan types to meet different goals:

- Equimax Wealth Accumulator:** For those looking for higher early cash values within the first 20 years.
- Equimax Estate Builder:** For those looking for higher long-term value.

## THE VALUE OF OWNERSHIP

Equitable Life is the largest federally regulated mutual life insurance company in Canada. Our participating policyholders are our owners. With no shareholders to answer to, we operate in the best interest of our policyholders.



## CUSTOMIZING YOUR PLAN

There are a variety of optional Riders<sup>1</sup> and plan features available to help tailor your child's plan to ensure it continues to meet their needs. These include:

- Applicant's Death and Disability Waiver<sup>5</sup>** ensures that premiums continue to be paid should the person paying for the policy become totally disabled or die.
- In adulthood, as their debt load increases, so does their need for insurance protection. **The Flexible Guaranteed Insurability Option** guarantees their right to purchase up to \$500,000 of additional insurance<sup>6</sup> without evidence of insurability.
- Term Insurance Riders** can be added to cover temporary insurance needs. Preferred underwriting rewards them for their good health and lifestyle.
- As their income grows, the **Excelerator Deposit Option** allows them to make extra deposits<sup>3</sup> above the required guaranteed premium to help maximize the long-term, tax-sheltered growth and value in the policy.

## WHY IT MAKES SENSE FOR CHILDREN

- Insuring them when they're young and healthy is easy and affordable.
- Lock in lower rates today. Lifestyle, hobbies and career choices later in life may make them uninsurable or subject to higher, rated premiums.
- A 20 Pay plan provides them with paid-up<sup>1</sup> insurance at a time when their needs are high but their discretionary income may not be.
- They can use<sup>2</sup> the cash value in the policy to fund education, or anything else they may need.
- They'll have permanent insurance protection that can provide for their own family's financial wellbeing and the tax-efficient transfer of assets to their heirs.
- Insuring a child can protect the financial security of the whole family since the loss of a child can trigger the loss of income for one or both parents as they cope with the physical and emotional stress.

Talk to your advisor about **Equimax** today.