

PRODUCT UPDATE

Important Information for Life Insurance Producers
and Agency Staff



Everything Insurance Should Be®

What – Heritage UL now available for quoting

Highlights – You can now offer your clients flexible, permanent universal life insurance protection with Cincinnati Life's new Heritage UL product. This new product replaces Simplicity UL and is now available for quoting through WinFlex Illustration System.

Key features:

- Issue ages: 18-80
- Guaranteed insurability to age 121
- Five-year, no lapse guarantee period
- Tax-deferred cash value accumulation

Supporting Materials

The agent's guide and additional marketing piece are available. View, print, email or order the materials listed below on CinciLink® under Quick Links and Marketing Materials.

Consumer Material

- CLI-20151, Protection for Future Generations

Agent Material

- CLI-20072, Heritage UL Agent's Guide
- CLI-HUL, Heritage UL Product Marketing Guide

Additional Resources

Your Cincinnati Life sales field and headquarters representatives are here to help! Contact Life Field Services at 800-783-4480 for product questions or assistance with illustrations.

Please route this information to all Cincinnati Life producers in your agency.

David L. Burbrink
Vice President
Life Field Services

Date: December 6, 2019

Effective: December 7, 2019

Applicable in: CA