

Sample R. Donnelley—

Documents are enclosed for up to
\$25,000.00 in life insurance coverage.

Just return the application.
Your acceptance is guaranteed
regardless of your health.



STATUS:

ELIGIBLE

DATA PROCESSED ON:

MA/IL/DATE

ELIGIBLE FOR (YOUR CHOICE):

\$5,000.00-\$25,000.00

FOR COVERAGE AT THE SPECIFIED RATE
PLEASE RESPOND BY:

RE/PL/YDATE

This is to notify you that up to \$25,000.00 in Guaranteed Life Insurance will be issued to Sample R. Donnelley upon receipt and processing of the enclosed application and first payment.¹

Dear Sample R. Donnelley,

You're now one step closer to having important financial protection in place that can help the people in your life who depend on you.

Now that a Guaranteed Life Insurance policy from Gerber Life has been offered, you need only complete and return the enclosed application with your payment to begin the process. The application has already been partially filled out for you; it is only awaiting your signature and some additional information like your choice of benefit amounts, your beneficiary, and your method of payment.

Your acceptance is guaranteed regardless of any past or current health problems you may have, and with no requirement for answering health questions, or submitting to medical exams or tests.¹

The purpose of this letter is to describe in detail the features of this policy (they are also listed on the enclosed "Statement of Coverage") and to demonstrate what a difference your decision to get this coverage could make in the lives of your loved ones.

In fact, let's start there.

If You Pass Away, Your Loved Ones May Be Faced With . . .

(over, please)

PLEASE RESPOND BY RE/PL/YDATE FOR COVERAGE AT THE SPECIFIED RATE



MAIL: Complete and return the enclosed application in the postage paid envelope provided.



PHONE: Toll-free 1-855-459-4473
Monday - Friday 8am till 7pm (ET).



ONLINE: Visit
gerberlife.com/magnify

- › **Funeral costs**—which can be as much as \$9,995, and even a funeral with a cremation can cost \$6,280.²
- › **Medical bills**—including deductibles, copays and treatments not covered by any health insurance you may have.
- › **Credit card balances** or other debts you may leave behind. Debts typically become the responsibility of your estate, and may have to be paid out of funds you wanted your family to be able to use for other purposes.

It can be difficult for families to deal with expenses like those at a time when they are also so saddened by their recent loss. But, because you've taken this step right now to help get them through it, they'll know that at least some of the financial pressure could be taken off their shoulders. **And, by the way, they'll be able to use the cash benefit for anything they want.**

Believe me—a cash benefit of \$25,000.00 ... \$15,000.00 ... \$10,000.00 ... even \$5,000.00 can provide much needed relief at a time like that.

We Are Making Coverage Available in Your Choice of Those Benefit Amounts ... at Rates Starting at Only 59¢ a Day.³

If you're over 50 years old, you may think that life insurance is too expensive, if you can get it at all.

Well, even if you are 80 years old⁴, you can get this insurance, no matter the state of your health, and even if you have pre-existing conditions.

And our rates start at just 59¢ a day. Even the highest benefit amounts can cost less than a cup of house blend at the coffee shop. And, importantly, the rates are based solely on your age, gender and the coverage amount you choose. **Your health does not affect your rate.**

Check the Benefit Selection Chart enclosed to choose the amount that best suits your needs and your budget. And when you do, keep this in mind ...

The Rate You Get Now is Locked in for Life.

When selecting a benefit amount, keep in mind that the rate you start with will never go up, no matter how old you get or what happens to your health.⁵ That's protection you can budget for well into the future, even if you retire and have a fixed income. **There will never be a rate increase.**

This Protection is Yours for as Long as You Want It.

Some life insurance only stays in effect for a certain period of time. Not this coverage. As long as premiums are paid, you can keep it for the rest of your life. **Only you can cancel this policy, not us.** It's protection you—and your family—can count on.

\$5,000.00 benefit male age 50	75¢
\$10,000.00 benefit male age 60	\$2.12
\$15,000.00 benefit female age 60.....	\$2.53
\$25,000.00 benefit female age 50.....	\$2.82

continued ...

¹ To be eligible for coverage you must be a U.S. citizen residing in the U.S. or permanent legal resident. Total limit of all combined Gerber Life Guaranteed Life policies is \$25,000. Gerber Life Insurance Company will not issue insurance for any proposed insured when a Power of Attorney or Guardianship exists on the proposed insured, except legal guardians of children. ²National Funeral Directors Association, 2023 National Median Cost of an Adult Funeral with Viewing and Burial with a vault. ³Premium shown based on 50 year-old adult with \$5,000 in coverage paying via automatic deductions from a checking or savings account. Premium without payment via automatic deduction is \$19.30 for a woman and \$24.55 for a man. ⁴ Age 50 - 75 in NY. ⁵As long as original payment method does not change.

This Policy Builds Cash Value.

It can even act like a “nest egg” if you need emergency funds in the future. That’s because, unlike some life insurance, this is Whole Life insurance that builds cash value. And in years to come, if you need money to cover unexpected medical expenses, home repairs, or anything else, you’ll be able to turn in your policy for its available cash value or borrow against it.⁶

Your Beneficiary Will Get the Full Benefit Amount Under the Terms of the Policy.

To guarantee your acceptance regardless of health, during the first two policy years, the full benefit will be paid only for death by covered accidental causes.⁷ After that, the full benefit will be paid for any covered cause of death (generally free of federal income tax) and regardless of payments from other policies.⁸

Your Spouse May Also Be Eligible to Get This Insurance.

Your spouse is also guaranteed to be accepted, regardless of health, for up to \$25,000 in coverage. That may make this a good time for a spouse to get some life insurance, especially if he or she is underinsured now. If he or she would like to enroll, simply have them fill out the “Spouse or Friend” portion of the application.

Gerber Life Will Be With you Every Step of the Way.

Any life insurance is only as good as the company behind it. Gerber Life was founded in 1967 by the Gerber Products Company, and we share a common goal: caring for the millions of families who place their trust in us. With that in mind, we’ve been providing reliable life insurance for over 50 years. A.M. Best, the impartial reporting firm that rates insurance companies on financial stability and ability to meet financial obligations, has awarded Gerber Life an “A+” (Superior) rating, most recently in March 2025. It refers only to the overall financial status of the company and is not a recommendation of specific policy provisions, rates or practices of the company. This rating is the second highest awarded out of thirteen possible categories.

Customers give us high ratings, too: 4 stars in online reviews.⁹

Begin Coverage Without Risk

All you have to do to begin coverage is complete the application and return it with your initial payment in the postage-paid envelope provided. There’s no other paperwork.

You may also apply online at gerberlife.com/magnify or by calling **1-855-459-4473** where licensed representatives can answer your questions, help you choose a coverage amount, and even assist you in completing the application right over the phone.

Just a Few of Our Online Customer Reviews

“Gerber has been with me ever since I was a young lady with kids. I always had the opportunity to manage my account and always get help with customer service.”

Melody63, Chicago, IL

“The cash value benefits of this product has helped my family and I out of many financial problems.”

Princess09, Montgomery, AL

“It is wonderful to know that my family is protected always.”

Brownie, Mount Vernon, NY

“Great product and value. Excellent customer service. Very easy to do business with.”

Vicki1, Wise, VA

(over, please, to see your free gift) >>>

⁶The Policy loan interest rate is up to 8%. Loans may impact cash value and death benefits. ⁷For applicants age 50-80 who die (for any reason other than an accident as defined in the policy) within the first two years of coverage, the death benefit will equal 110% of earned premiums. The full death benefit amount is only paid after the first two years of coverage. ⁸federally tax free under current tax law. Consult your tax advisor; in some cases, estate or inheritance taxes may apply. ⁹Based on customer reviews found on gerberlife.com.