



Chronic Illness Death  
Benefit Advance Rider

# Plan for tomorrow. Live for today.



## When you purchase a permanent life insurance policy, you're planning for your family's future.

You're not only protecting your life's work—you're also making sure your family can live comfortably, even if you're no longer there to provide.

But did you know the Principal® life insurance policy you've selected provides living benefits, as well?

The Chronic Illness Death Benefit Advance Rider is an additional coverage option that allows you to access part of your policy's death benefit if you're diagnosed with a chronic illness.<sup>(1)</sup> There's no cost to add the rider to your policy. Should you need to use it, funds are generally received income tax-free and can help you:

- Pay for quality care.
- Protect your retirement savings.
- Stay more financially secure.
- Live the best life possible.

<sup>(1)</sup> See the policy rider for specific details. The maximum lifetime accelerated death benefit amount is the lesser of 75% of the Initial Eligible Amount or \$2 million.

# When the unexpected happens, you'll be ready.

## Accidents and illnesses are part of life.

And those that lead to chronic illnesses can greatly impact your life and your family. In addition to the physical challenges that come with managing the illness, families often feel the emotional and financial strain as well. Living with a chronic illness may:

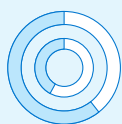


Reduce your household income.

Increase your living expenses.

Drain your retirement savings.

## The costs of living with a chronic illness



**Nearly 95%** of older adults have one chronic condition;

**Nearly 80%** have two or more<sup>(2)</sup>



**\$6,291** per month for a home health aide<sup>(3)</sup>



**\$8,666** per month for a semi-private room in a nursing home<sup>(3)</sup>



**\$165,000** could be spent on health care and medical expenses throughout retirement for a 65-year-old retiring today<sup>(4)</sup>



**\$5,716** per month for homemaker services<sup>(3)</sup>

<sup>(2)</sup> ncoa.org, Get the Facts on Healthy Aging, August 16, 2024

<sup>(3)</sup> Genworth Cost of Care Survey, 2023.

<sup>(4)</sup> Fidelity Retiree Health Care Cost Estimate, 2024.



## You can help yourself and your family. And we can help you.

**You can get what you need to help you through tough times with the rider.**

By accessing the policy death benefit early, you can:

- Afford top-quality care.
- Make necessary changes to your home to accommodate your needs.
- Offset increased living expenses.
- Pay assisted living or nursing home fees.
- Help with medical expenses not covered by insurance.
- Assist with family or professional caregiving costs.
- Avoid using retirement savings for medical expenses.

**7 out of 10** people will require long-term care in their lifetime.<sup>(3)</sup>

<sup>(3)</sup> Genworth Cost of Care Survey, 2023

# When life gets difficult, we help you simplify.

**Understanding complicated medical terms and insurance requirements should be the least of your worries when managing a chronic illness.** So we've made qualifying simple.

A chronic illness means:

- Being unable to perform two of the six Activities of Daily Living for at least 90 consecutive days, and your condition must be permanent.
- Requiring substantial supervision by another person, for at least 90 consecutive days (in all states except in California), to protect against threats to health and safety due to a permanent severe cognitive impairment.

## Activities of Daily Living



**Bathing**



**Dressing**



**Toileting**



**Transferring** (from bed to wheelchair, or sitting to standing)



**Eating**



**Continence**

Once you've qualified and your claim has been submitted and reviewed, your financial professional will work with you to determine the amount of funds available to you now and in the future. Then, you can get back to living for today.





It's there when you need it,  
with exactly what you need.

We've made the rider easy to use so you can keep living on your terms,  
and in control of your funds.

- The rider is automatically included on your life insurance policy if you qualify, and it costs you nothing unless you use it.
- If you're diagnosed with a chronic illness, there's no waiting period before requesting benefits. The funds are available to you when you need them most and to cover whatever you feel your family needs.
- There are no limitations on how you spend any benefit you receive.



## Meet the Parker family.

**Shortly after turning 62, Riley Parker suffered a severe stroke.** After months of intensive medical care and physical therapy, Riley was unable to bathe or eat without assistance. Jordan, Riley's spouse, knew Riley would need professional care and that major modifications would need to be made to the house.

Ten years earlier, Riley purchased a \$500,000 Principal universal life insurance policy. Riley also qualified for the Chronic Illness Rider. Knowing they would need money to get them through the next few years, Riley and Jordan talked to their financial professional and decided to get an advance on their death benefit through this living benefits rider.



Accessing their benefits early made life a little easier for the Parkers because they were able to receive their eligible benefits up-front. And they knew they could use the money for anything they needed.

**For the Parkers, this included:**

- Purchasing home medical equipment.
- Making modifications to the house.
- Paying for home visits from a local home health care agency.
- Providing a salary to a relative who provided part-time care.
- Banking excess benefits for potential medical complications.
- Leaving savings intended for retirement untouched.

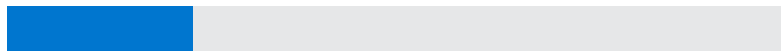
**While the Parkers weren't able to foresee the chronic illness that struck Riley, they were prepared.** And they were able to manage Riley's care as well as their financial future.



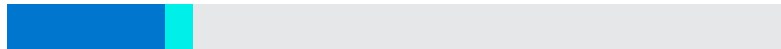


- 1 After consulting with Riley's medical team, Riley and Jordan met with their financial professional to make sure they had the right claim forms.
- 2 Their financial professional submitted the forms that showed Riley qualified for benefits.
- 3 Now, Riley can receive up to 25% of his death benefit for three years.<sup>(5)</sup>
- 4 Because there's no charge upfront, Riley's accelerated death benefit from the rider is discounted to reflect early access.

For example, year one looks like this:



**25% x 500,000 = \$125,000** of accelerated death benefit



**\$125,000 is reduced by 15%** to reflect the early access discount



Riley's family has approximately **\$106,000 of tax-free funds to help provide for care.**

<sup>(5)</sup> Accelerated benefit percentage differs in California. See policy rider form for details.



Learn more

**Ask your financial professional for more details** and find out how the Chronic Illness Rider could work for you.



[principal.com](https://principal.com)

Must be preceded or accompanied by the complete product brochure for the product being presented. Not for use in California.

This information is intended to help clients understand the details of the Chronic Illness Death Benefit Advance Rider. The primary purpose of life insurance is the death benefit and clients must have a need for the death benefit to purchase a life insurance policy.

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