



# Term or permanent life insurance?

## Which one best suits your life?

You insure your home, your car, and even your health—so why not your life?

It's easy to think of life insurance as something to "get later." But it's never too early to have a plan in place to protect those who depend on you.



Life insurance can be used in times of need. Like providing additional financial security for your family after you're gone. Or allowing you to save more for the big expenses in life—like college tuition or your retirement. And helping protect your business by delivering benefits to key employees. So how do you decide what type of life insurance to purchase?

- › **Term insurance** provides coverage to help meet your unique needs, like protection for your family, mortgage, or maybe a business loan.
  - You choose the length and amount of protection.
  - Your payments stay the same until the end of the term.
- › **Permanent insurance** provides coverage designed for lifetime needs, such as:
  - Helping protect what matters most after you're gone
  - Paying fewer taxes in retirement
  - Helping cover unexpected health issues
  - Accumulating tax-advantaged savings
  - Filling retirement gaps

Permanent life insurance can also accumulate cash value to help with lifetime needs. Every time you make a payment, part of it goes toward insuring your life, while part of it becomes cash value you can access when needed through a loan or withdrawal.

## Deciding what's most important to you can help when choosing your plan.

Do you want to protect **short-term needs** and stick to a **budget**?

**Term life insurance** can offer you a lower-cost solution.

Do you want the **flexibility** to adjust your coverage and payment for life's **what-ifs** down the road?

**Permanent life insurance** can offer you a lifetime protection solution.



Let's connect

Contact your financial professional today or go to [principal.com](https://principal.com).



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

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0002.

Insurance products issued by Principal National Life Insurance Co. (except in NY), Principal Life Insurance Company®, and the companies available through the Preferred Product Network, Inc., Plan administrative services offered by Principal Life. Referenced companies are members of the Principal Financial Group®, Des Moines, IA 50392.

Principal®, Principal Financial Group®, Principal and the logomark design are registered trademarks of Principal Financial Services, Inc., a Principal Financial Group company, in the United States and are trademarks and service marks of Principal Financial Services, Inc., in various countries around the world.

Withdrawals prior to age 59½ may be subject to a 10% tax penalty and sales loads.

The subject matter in this communication is educational only and provided with the understanding that Principal® is not rendering legal, accounting, investment, or tax advice. You should consult with appropriate counsel, financial professionals, and other advisors on all matters pertaining to legal, tax, investment, or accounting obligations and requirements.

**Not FDIC or NCUA insured**

**May lose value • Not a deposit • No bank or credit union guarantee  
Not insured by any Federal government agency**

Principal®, Principal Financial Group®, Principal and the logomark design are registered trademarks of Principal Financial Services, Inc., a Principal Financial Group company, in the United States and are trademarks and service marks of Principal Financial Services, Inc., in various countries around the world.