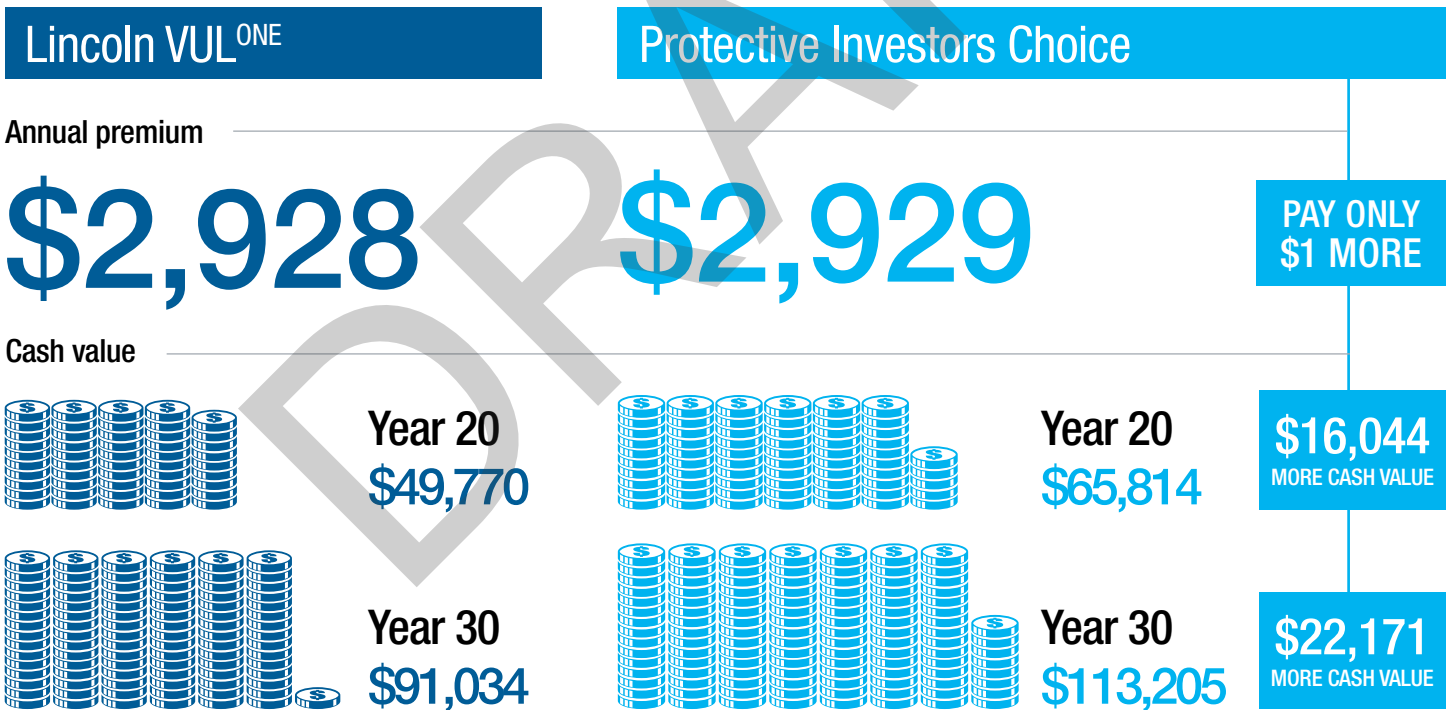


# Stability & Growth

Sometimes, clients who are more risk-averse need the assurance a guarantee can provide.

Typically, those products are more expensive and offer less cash value accumulation – but Protective’s guaranteed product, Investors Choice VUL, features the appeal of a guarantee plus substantial cash value potential. And, it’s supported by the Protective principles of value, integrity, strength and stability that we build into all of our products.

See what a difference a dollar makes



Female, age 55, preferred, face amount of \$250,000, no-lapse guarantee to age 100, gross rate of return 7%



Additional Information on Reverse Side.

# Let's deliver on our promises. Together.

Contact me to request an illustration and learn more about Protective Investors Choice VUL.

<Your Name Here>  
<Your Title Here>  
<Your Agency Here>  
<Your Phone Number Here>  
<Your Email Here>  
<Your Website URL Here>

Variable universal life insurance policies issued by Protective Life Insurance Company (PLICO) under policy form number (VUL-13-7-14/ICC 14-V13) and state variations thereof. Product features and availability may vary by state. Securities distributed by Investment Distributors, Inc. (IDI), the principal underwriter for registered products issued by PLICO, its affiliate. Both companies are located in Birmingham, AL.

All payments and guarantees are subject to the claims paying ability of Protective Life Insurance Company.

Investors should carefully consider the investment objectives, risks, charges and expenses of Protective Strategic Objectives Variable Universal Life insurance and its underlying investment options before investing. This and other information is contained in the prospectus for Protective Strategic Objectives Variable Universal Life insurance and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by contacting PLICO at 800.265.1545.



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