

HOW DOES YOUR INVESTMENT STACK UP?



You have lots of choices about where you can put your money. Pick any type of investment and see how well it addresses these eight important questions.

1. Is it protected from inflation?
2. Is it protected from deflation?
3. Does it protect my family if I die too soon?
4. Will there be enough if I live too long?
5. Will deposits continue if I become disabled?
6. Does it provide tax savings?
7. Is there any protection against creditors?
8. Can I quickly access cash in emergencies?

Only one vehicle effectively addresses all eight of these questions — permanent, participating life insurance...and it's really not an investment.

Empire Life offers two permanent, participating life insurance plans and a history of long-term stable performance, built-in guaranteed values and a choice of dividend options and benefits.

ESTATEMAX™

OPTIMAX®

For more information, talk to your independent advisor or visit us at www.empire.ca

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