



THE PROTECTION OF LIFE INSURANCE.  
THE POTENTIAL FOR LONG-TERM GROWTH.

**PruLife<sup>®</sup> Custom Premier II**



# Life Insurance

NOT FOR USE IN CA  
Issued by Pruco Life Insurance Company  
In New York, it is issued by Pruco Life Insurance Company of New Jersey

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**Prudential**  
Bring Your Challenges<sup>®</sup>

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## ABOUT THIS BROCHURE:

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This brochure provides an overview of PruLife® Custom Premier II. It does not cover all of the terms and conditions of the policy or its riders. For those details, please review the forms of the policy and riders, illustrations, and related disclosures.

Your financial professional can give you an illustration; this will give you important facts about the policy. In fact, the best way to learn how this policy works is with the help of a financial professional and an illustration. An illustration can show you the effects of various rates of return on your policy. A financial professional can help you assess, and offer options, to help meet your needs.

**Before buying any variable policy, consider the contract and the underlying investment options' objectives, risks, and charges and expenses carefully. The contract's prospectus and the underlying investment options' prospectuses contain these facts. They also contain other important information. You can ask your financial professional for the prospectuses or view them online at [www.prudential.com](http://www.prudential.com). You should read them carefully before investing.**

**It is possible to lose money by investing in securities.**

*This brochure describes policies issued after May 1, 2015, with contract number VUL-2015 or ICC15 VUL-2015.*

# Life insurance protection plus...

## PRULIFE® CUSTOM PREMIER II.

A variable universal life insurance policy.

It can provide the protection of a permanent life insurance policy, plus gives you options:


- ▶ The potential to accumulate **tax-deferred** cash value. You may draw upon any value later in life (such as to supplement retirement income). **In general, this is income tax-free.** See page 4 for important details on how this could work through policy loans or withdrawals.
- ▶ Optional riders that can accelerate the death benefit if you become chronically or terminally ill. You must also meet the terms of the riders.
- ▶ More than 60 underlying investment options. These include domestic, international, global, green funds (socially responsible), natural resources funds, utilities funds, realty funds, ETFs, index funds, and asset allocation portfolios, plus a fixed-rate option and a money market option. This range of options allows for a wide mix of strategies. This may enhance the potential for cash value growth.
- ▶ The ability to tailor the policy to help meet your needs.



A range of investment choices.

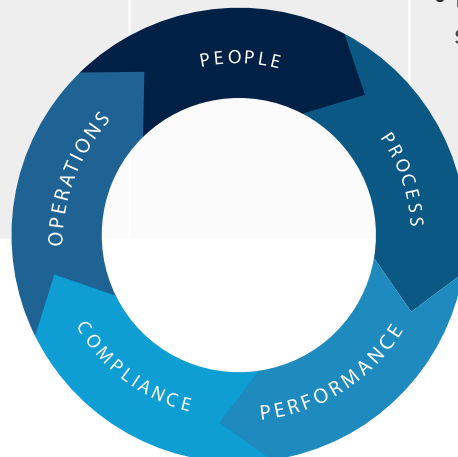
PruLife® Custom Premier II allows you to invest your policy values in a choice of over 60 underlying investment options. These options cover a wide range of investment styles.

OVER 60 UNDERLYING INVESTMENT OPTIONS & OVER 11 INVESTMENT STYLES.		
<i>These include Traditional Domestic and International, Green Funds (socially responsible), ETFs, Index Funds, and Asset Allocation Funds.</i>		
LARGE-CAP VALUE	LARGE-CAP BLEND	LARGE-CAP GROWTH
MID-CAP VALUE	MID-CAP BLEND	MID-CAP GROWTH
SMALL-CAP VALUE	SMALL-CAP BLEND	SMALL-CAP GROWTH
FIXED INCOME/BOND FUNDS		ASSET ALLOCATION/BALANCED FUNDS <i>(All Asset Allocation Funds fall under Large-Cap Blend)</i>

Options that are socially responsible (  ) or that help you manage volatility (TOPS™ ETF Funds) are available. If these options are of interest to you, refer to the prospectus. Also, speak to your financial professional for more information.

**PRUDENTIAL'S FUND MANAGER EVALUATION MODEL**

PEOPLE.	PROCESS.	PERFORMANCE.	COMPLIANCE.	OPERATIONS.
<ul style="list-style-type: none"> <li>Investment team talent, experience, and quality</li> <li>Team stability and motivation to succeed</li> <li>Team experience in working together</li> </ul>	<ul style="list-style-type: none"> <li>Quality of investment process and implementation</li> <li>Quality and utilization of research and judgment</li> </ul>	<ul style="list-style-type: none"> <li>Consistent performance</li> <li>Proven trading skills</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated commitment to ethical practices</li> </ul>	<ul style="list-style-type: none"> <li>Sound management and ownership structure</li> <li>Responsive client service</li> </ul>



Design an underlying investment strategy that aligns with your goals.

### **PruLife® Custom Premier II**

is designed to accumulate cash value by investing a portion of your premiums in underlying investment options. You can choose these options using one of two approaches, based on your investment objectives and for risk.

### **ADDITIONAL SCRUTINY.**

Our **Strategic Investment Research Group (SIRG)** is an internal consultant for third-party money managers. One of its key functions is to provide research, due diligence, and risk oversight of the underlying investment managers for Prudential PSF funds and Asset Allocation Funds.



## **TWO APPROACHES.**

### **CREATE YOUR OWN PORTFOLIO.**

You can create a portfolio from a choice of over 60 underlying investment options. Your financial professional can help you design your own strategy. Depending on what you choose, this approach may help you diversify and expose you to:

- ▶ Over 30 well-known investment management firms with varying specialties.
- ▶ A greater number of securities.
- ▶ More investment sectors and styles.



### **CHOOSE A READY-MADE PORTFOLIO.**

Our experienced professionals have put together asset allocation funds to help simplify your choices. These funds have a balanced mix of options. They are designed to help you take advantage of asset allocation. Asset allocation may help to balance risk and reward. It is a key concept in financial and money management strategies.

In a single fund, you can have exposure to many asset classes across varying style and market cap ranges.

**Please keep in mind** that, while asset allocation is a sensible way to balance investment risk and reward, it does not ensure a profit or protect against loss in declining markets.

# You have the potential to build cash value.

With PruLife® Custom Premier II, as with all life insurance policies, when you die, your beneficiaries will receive the death benefit. In general, the death benefit is free from federal income tax, according to IRC §101(a). This is the main purpose of life insurance—the death benefit.

Advantages of a policy that has the potential to accumulate cash value like this one are that, if it does build cash value:

- You can borrow cash, tax-free.
- Any cash value growth is tax-deferred.

## YOU CAN ACCESS THE POLICY'S CASH VALUE FOR ALMOST ANY PURPOSE YOU CHOOSE.

Common uses are to provide additional income when you retire or if you have a chronic or terminal illness, and to help pay for a child's wedding or some other major purchase.

**PruLife® Custom Premier II** offers the ability to accumulate cash value in your policy's Contract Fund tax-deferred. It does this generally when your chosen underlying investment options perform positively.

The Contract Fund is like a bucket (of money). The bucket is filled with the premiums you pay and any amounts gained by your underlying investment options. Charges, taxes, and any losses from your underlying investment options are taken from it. As long as the bucket has enough money in it, the policy will remain in effect (active).

## WHAT YOU SHOULD KNOW ABOUT ACCESSING CASH VALUE.

You can access cash value through loans (which are charged interest) or withdrawals. When doing so, be aware that:

- ▶ This will reduce the policy's cash value and the death benefit to be paid to your beneficiaries. Withdrawals could also shorten any guarantee against policy lapse that is in place.
- ▶ If there is an unpaid loan, the no-lapse guarantee will not protect your policy from lapsing. You might also need to pay more into the policy than you originally expected.
- ▶ Loans and withdrawals that are more than what you put into the policy may be taxable.
- ▶ If you cancel the policy or let it lapse, any loan that you have not yet paid back could be taxable if it is greater than what you have paid into the policy.
- ▶ If you pay too much into your policy, it may become a Modified Endowment Contract (MEC). A MEC is taxed less favorably than a policy that is not a MEC. Money you take out, such as loans, withdrawals, and assignments (including money taken out in the two years before it becomes a MEC) are taxable to the extent of gain in the contract. And an additional 10% federal income-tax penalty may apply for money taken out before age 59½. However, the death benefit is still generally income tax-free under IRC §101(a). Please consult a tax advisor.

**Before you take a loan or make a withdrawal, speak with your financial professional and tax advisor.**

Enjoy flexibility during challenging times.

7 in 10 people age 65 and older will need **chronic illness care**.\*



7  
in 10

WILL YOU?

Many people may need chronic illness care later in life for an illness like Alzheimer's disease, a serious stroke, or crippling arthritis.

Usually, life insurance benefits are paid to your heirs when you die. **Living benefits** are ones that **you** can use when you are alive. These can include tapping into any cash value earned in the policy or accelerating the death benefit. Please note that, when you accelerate the death benefit, it reduces and may eliminate the amount that your beneficiaries will receive.

### **PRULIFE® CUSTOM PREMIER II OFFERS TWO OPTIONS THAT ALLOW YOU TO ACCELERATE THE POLICY'S DEATH BENEFIT.**

You can choose one of these optional riders:

- ▶ **BenefitAccess Rider:** This rider accelerates the death benefit when the insured is chronically or terminally ill; it is subject to the terms and conditions of the rider. It is available for an additional charge; additional underwriting requirements apply. This rider can be chosen only at policy issue. *(See endnote 1 on the back cover and the BenefitAccess Rider brochure for important details.)*
- ▶ **Living Needs Benefit<sup>SM</sup>:** This rider accelerates the death benefit if you become terminally ill. *(Refer to endnote 2 on the back cover for important details about this rider.)*

\* U.S. Department of Health and Human Services: National Clearinghouse for Long Term Care Information, 8/2013. <http://longtermcare.gov/the-basics/who-needs-care/> (Accessed 1/22/2015).

**This policy offers several other riders. Please refer to page 9 for more information.**

## Tailored to fit your needs.



**Please note that,** if you pay only the minimum premium required for a guarantee, you may miss out on the potential to accumulate tax-deferred cash value.



**PruLife® Custom Premier II** lets you “build” a policy that can best fit your needs.

- ▶ **With the help of your financial professional, choose the underlying investment options that can help you meet your goals and fit your risk tolerance.** You can choose from a variety of funds, a money market fund, and a fixed-rate option. As you choose, refer to the policy’s prospectus.
- ▶ **Determine your premium payments. You can include one of these guarantees against lapse (called No-Lapse Guarantees) based on the premiums you pay into the policy:**
  - **Limited**—To age 75 or 10 years, whichever is later.
  - **Short-term**—Eight years (ages 0 to 59) or six years (age 60 and above)

These guarantees help ensure that your policy will remain in place for a specific time based on the premiums you pay—no matter how the underlying investment options perform. Generally, your guarantee period can be affected by:

- The amount, timing, and number of your premium payments.
- Taking policy loans or withdrawals.

It is important that you pay your planned premiums when they are due. Missed or late payments may shorten or void the policy’s guarantees. Payments to restore the guarantee may be higher than those you were originally paying. Once your guarantee period ends, you may have to pay additional premiums to keep your policy in force.

**Add on optional riders.** See page 9 for options to help you tailor your policy to your needs.



# Choose one of three death benefit options.

Your choice affects the amount your beneficiary receives, as well as the cost of your policy. Talk to your financial professional about this.

You can reduce your death benefit later in life, if you no longer need as much protection. Please note that doing so during the first 10 policy years will cause a charge to be taken from the Contract Fund. This charge is called a partial surrender charge. So talk to your financial professional first.

FIXED (TYPE A)	VARIABLE (TYPE B)	RETURN OF PREMIUM (TYPE C)
<ul style="list-style-type: none"> <li>The death benefit generally remains constant. It is usually equal to the face amount.</li> <li>The amount payable at death is generally equal to the face amount minus any outstanding loans.</li> </ul>	<ul style="list-style-type: none"> <li>The death benefit generally changes in direct relation to the value of your Contract Fund.</li> <li>The death benefit proceeds will generally equal the face amount plus the Contract Fund minus any outstanding loans.</li> </ul>	<ul style="list-style-type: none"> <li>The death benefit generally varies in direct relation to total premiums paid into the contract, minus any withdrawals.</li> <li>The death benefit proceeds will generally equal the face amount plus the total premiums paid into the contract, minus any loans and withdrawals.</li> </ul>

## Important features to help you stay on track.

### SURRENDER CHARGES.

If your needs change and you decide to give up the policy, please be aware that surrender charges are significant in early years for younger ages. The percentage varies by contract form, issue age, and duration. It decreases to zero no later than the end of the 10th year.



Your needs will likely change over time. This policy offers several no-cost ways to manage your underlying investment options. This can help make it easier to keep your policy in line with your goals.

### DECIDE WHERE MONTHLY CHARGES COME FROM.

With **Allocated Charges**, you can choose the underlying investment options from which the monthly charges are taken. You can choose up to two, excluding the Fixed-Rate Option. This allows you to have charges taken from more stable underlying investment options.

### KEEP YOUR ASSET ALLOCATIONS IN LINE.

Your asset allocation may become unbalanced over time. **Auto-Rebalancing** adjusts your underlying investment options to match your selected allocation; it does not adjust the Fixed-Rate Option. You can choose to have it occur every three, six, or twelve months.

### SPREAD THE INVESTMENT RISK AND COSTS OVER TIME.

**Dollar Cost Averaging** can help you manage risk by spreading your payments into the underlying investment options over time. Payments are made to the Money Market Portfolio.\* The funds are then regularly transferred to the underlying investment options you choose. So over time, you buy more units when prices are low and fewer when prices are high. This could reduce the average cost per unit. This does not guarantee you will see a profit, buy more units than you otherwise would have, or be protected against losses in declining markets. So you should carefully consider your financial ability to keep buying through periods of low prices.

### TRANSFER FUNDS AMONG OPTIONS FOR FREE.

You can transfer amounts from one underlying investment option to another with **Free Fund Transfers**. You can do this up to 12 times a year with no charges. One transfer per year is allowed from the Fixed-Rate Option. The amount allowed is limited. *(Please see the prospectus for details.)*

\* An investment in the fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the fund seeks to preserve the value of your investment at \$10.00 per share, it is possible to lose money by investing in the fund.

# Riders

Optional riders can help you tailor your policy.

<b>BenefitAccess Rider<sup>1</sup></b> VL 145 B3-2014 and ICC14 VL 145 B3-2014 (Can vary by state.)	Can accelerate your death benefit. This can help ease the financial burden on you and your loved ones if you become chronically or terminally ill. Available for an extra cost.
<b>Living Needs Benefit<sup>SM 2</sup></b> ORD 87241-90-P (Can vary by state.)	If you become terminally ill, will accelerate part of your death benefit. This can help ease the financial burden you and your loved ones could face. If you use it, an extra cost will apply.
<b>Accidental Death Benefit</b> VL 110 B-2000 Not available in MA. (Can vary by state.)	Pays an additional amount of death benefit if death is the direct result of an accident. Available for an extra cost.
<b>Enhanced Cash Value Rider</b> PLI 496-2014 and ICC14 PLI 496-2014 Not available in New York. (Can vary by state.)	Helps your policy gain higher cash value in the early years of the policy in case of surrender. Available for an extra cost.
<b>Enhanced Disability Benefit</b> VL 100 B-2007 (Can vary by state.)	Pays your premiums if you become disabled; this keeps your valuable life insurance coverage intact. Available for an extra cost.
<b>Overloan Protection Rider</b> PLI 518-2008	May keep your policy from lapsing if you have an outstanding loan. If you use it, an additional cost will apply.
<b>Children Level Term Rider</b> VL 182 B-2005 (Can vary by state.)	Lets you buy life insurance on your children while they are young. Available for an extra cost.

Riders have exclusions, limitations, and terms for keeping them in force. Ask your financial professional for details. Or refer to the prospectus.

## TO LEARN MORE:

For more details about this policy, speak with your financial professional. Or, check out [www.prudential.com/variable](http://www.prudential.com/variable), where you can download a prospectus or locate a financial professional. You can also see a list of the underlying investment options and review their performance. The prospectus describes the policy in detail. It also includes charges and expenses.



Produced with the environment in mind



Printed on Recycled Paper with 10% Post-Consumer Waste

<sup>1</sup> **All states except CA:** The BenefitAccess Rider is available for an extra premium. Additional underwriting requirements and limits may also apply. Obtaining benefits under the terms of the rider will reduce and may eliminate the death benefit. Benefits paid under the BenefitAccess Rider are intended to be treated for federal tax purposes as accelerated life insurance death benefits under IRC §101(g)(1)(b). Tax laws related to the receipt of accelerated death benefits are complex. Benefits may be taxable in certain circumstances. Receipt of benefits may affect eligibility for public assistance programs; these include Medicaid. Accelerated benefits paid under the terms of the Terminal Illness portion of the rider are subject to a \$150 (\$100 in FL) processing fee. You should consult your tax and legal advisors before initiating any claim. A licensed health care practitioner must certify that the insured is chronically or terminally ill to qualify for benefits. Chronic illness claims will require recertification by a licensed health care practitioner. Other terms and conditions may apply. This rider is not long-term care insurance (LTC); it is not intended to replace LTC. The rider may not cover all of the costs associated with chronic or terminal illness. The rider is a life insurance accelerated death benefit product. It is generally not subject to health insurance requirements. It may not be available in all states. Access to policy withdrawals is restricted during periods in which BenefitAccess Chronic Illness benefit payments are being made.

<sup>2</sup> The *Living Needs Benefit* is an accelerated death benefit. It is not a health, nursing home, or long-term care insurance benefit; it is not designed to eliminate the need for insurance of these types. There is no charge for this rider; however, when a claim is paid under this rider, the death benefit is reduced for early payment; a \$150 processing fee is also deducted. If more than one policy is used for the claim, each policy will have a processing fee of up to \$150 deducted. Portions of the *Living Needs Benefit* payment may be taxable. Receiving an accelerated death benefit may affect your eligibility for public assistance programs. The federal income tax treatment of payments made under this rider depends upon whether the insured is the recipient of the benefit and is considered "terminally ill" or "chronically ill." We suggest that you seek assistance from a personal tax advisor regarding the implications of receiving *Living Needs Benefit* payments. This rider is not available in Minnesota to new purchasers over age 65 until the policy has been in force for one year, and the nursing home option is not available in Connecticut, Florida, Massachusetts, New York or the District of Columbia. This rider is not available in Washington state.

**You should consider the investment objectives, risks, and charges and expenses carefully before investing in the contract and/or underlying portfolios. This and other important information is in the prospectus. It is also in the summary prospectus, if available. A copy of the prospectus may be obtained from [www.prudential.com](http://www.prudential.com) or from a financial professional. You should read the prospectus carefully before investing.**

**It is possible to lose money by investing in securities.**

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company and do not apply to the underlying investment options. Policy guarantees and benefits are not backed by the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Life insurance policies contain exclusions, limitations, reductions of benefits, and terms for keeping them in force. Your financial professional can provide you with costs, complete details, and a prospectus.

PruLife Custom Premier II is issued by Pruco Life Insurance Company, 213 Washington Street, Newark, NJ 07102, and offered through Pruco Securities, LLC (member SIPC), 751 Broad Street, Newark, NJ 07102. All are Prudential Financial companies. Each is solely responsible for its own financial condition and contractual obligations. The policy form number is VUL-2015 or ICC15 VUL-2015; it may be followed by a state code.

Some underlying investment options may not be available through all broker-dealers. Please ask your financial professional for more information.

This material provides general information about PruLife Custom Premier II and is not a contract.

**Securities and Insurance Products:**

Not Insured by FDIC or Any Federal Government Agency.  
May Lose Value.  
Not a Deposit of or Guaranteed by Any Bank or Bank Affiliate.

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