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**There's never been a better time ...**

Dear <Name>

While we all have to insure our cars and many of us try to insure our health, we can forget how important it is to insure ourselves to help protect our family's future.

With a Life Insurance plan you could help protect your family financially by paying them a lump sum should something happen to you. This lump sum can help pay bills, loans – whatever matters to them most.

But there's another real reason to act now...

Did you know that most women currently pay about **25% less** for Life Insurance than men?\*

This is because women tend to live longer than men.

\* Source: Irish Life Assurance plc, protection premiums, October 2012

However this is all going to change on 21 December 2012 when a European Law will require insurance companies to have the same price for Life Insurance for men and women. This means that the cost of starting a Life Insurance plan for women is likely to increase. All the more reason to start your plan now before the change happens.

I will contact you over the coming weeks to arrange a time to review your protection needs in more detail.

Kind Regards

Financial Broker

Terms and conditions apply.  
(Broker's regulatory line here)