Pacific Life offers a competitive indexed universal life (IUL) insurance product characterized by a variety of indexed choices, including a composite of the Hang Seng, MSCI Emerging Markets, and EURO STOXX 50® indexes, with guaranteed participation rates of 100% or higher across all indexed accounts. The policy features growth caps of 11%, 13%, or 32%, with options for no cap, providing flexibility for policyholders. Additionally, policyholders can make up to 12 transfers annually to indexed accounts for strategic management of indexed performance. Since its inception in 2005, the integrity of indexed crediting has been maintained with only two adjustments to growth caps or participation rates. The policy includes a lifetime no-lapse guarantee with cash value potential and a short-term no-lapse guarantee for up to 20 years. An accelerated death benefit rider for chronic illness is automatically included, allowing prepayment of a portion of the death benefit without monthly charges or an elimination period, although this reduces the overall death benefit.

Pacific Life enhances income potential through alternate loans that can earn indexed interest crediting rates, alongside standard loans, and uniquely allows both loan types to be utilized simultaneously. Competitive commissions are provided, with target premiums rolled over until fully earned. A web-based policy management tool is available for policyholders to track performance, benchmark against illustrations, and manage potential lapses effectively. The indexed universal life insurance products are not directly tied to stock or equity investments, and while additional premium payments are required after the initial premium, failure to maintain these payments may lead to coverage expiration. The products are available in all states except New York, with guarantees backed by the financial strength of the issuing company, not by any broker-dealer or agency. The policy includes disclaimers regarding non-guaranteed elements and tax implications, advising clients to consult with tax advisors for personalized guidance.

Several riders are included in the insurance policy, such as the Term Insurance Rider with Limited Return of Premium Rider (Form #R11ROP or ICC11 R11ROP, depending on the state), the SVER Term Insurance Rider (#R09SVERI), and the SVER Term Insurance Rider-Trust/Executive Benefit

(#R09SVERT). In the IPEP, the SVER Term Insurance Rider-Last Survivor (Form #R09SVERL) is also available. For the PRIME IUL, the Medium Duration No-Lapse Guarantee II Rider (Form #R03FNL or ICC11 R03FNL, based on the state) provides a no-lapse guarantee until the insured reaches age 90, contingent on the policy's structure. If the net no-lapse guarantee value reaches zero, the no-lapse feature will terminate, requiring additional premiums for reinstatement. Furthermore, if the policy's performance relies solely on the no-lapse guarantee, it will not accumulate cash value.