



INSURANCE PROTECTION WITH THE
POTENTIAL FOR LONG-TERM GROWTH

PruLife® Custom Premier II



Life Insurance

Not for use in MA or CA.

Issued by Pruco Life Insurance Company or, in New York,
by Pruco Life Insurance Company of New Jersey.

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Prudential
Bring Your Challenges®

ABOUT THIS BROCHURE

This brochure is intended to provide an overview of the key features of PruLife® Custom Premier II (issued after September 8, 2014; contract number VUL-2014 or ICC14 VUL-2014). This brochure does not cover all of the terms and conditions of the policy or its riders. For additional details, you must review the forms of the policy and riders, illustrations, and related disclosures.

Your financial professional can give you a detailed illustration; this will include more information and important facts about this product. In fact, the best way to learn how this life insurance policy works is with the help of a financial professional and a policy illustration. An illustration can show you the effects of various rates of return on your policy; and 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. They also contain other important information. The prospectuses are available from your financial professional or from www.prudential.com. You should read them carefully before investing.

It is possible to lose money by investing in securities.

Life insurance protection plus...

PruLife® Custom Premier II is a variable universal life insurance policy that can provide the protection of a permanent life insurance policy plus give you options:

- ▶ The potential to accumulate long-term, **tax-deferred** cash value—which you may draw upon later in life (such as to supplement retirement income) and **potentially tax-free**.*
- ▶ Optional riders that can accelerate the death benefit if you become chronically or terminally ill.
- ▶ More than 60 underlying investment options. These include traditional domestic and international, green funds (socially responsible), ETFs, index funds, and asset allocation funds, plus a fixed-rate option and a money market option. This array of options allows for a wide mix of strategies to help enhance the potential to accumulate cash value.
- ▶ The ability to tailor the policy to your needs.

*Loans are charged interest. In general, loans are not taxable, but withdrawals are taxable to the extent they exceed basis in the policy. Loans outstanding at policy lapse or surrender before the insured's death will cause immediate taxation to the extent of gain in the policy. For policies that are Modified Endowment Contracts (MECs), distributions (including loans) are taxable to the extent of income in the policy; an additional 10% federal income-tax penalty may apply. You may wish to consult your tax advisor for advice regarding your particular situation.



A variety of investment choices.




Prudential Financial is ranked #1 with over \$27 billion in total assets under management for variable life policies. That's more than those ranked #2 and #3 combined!

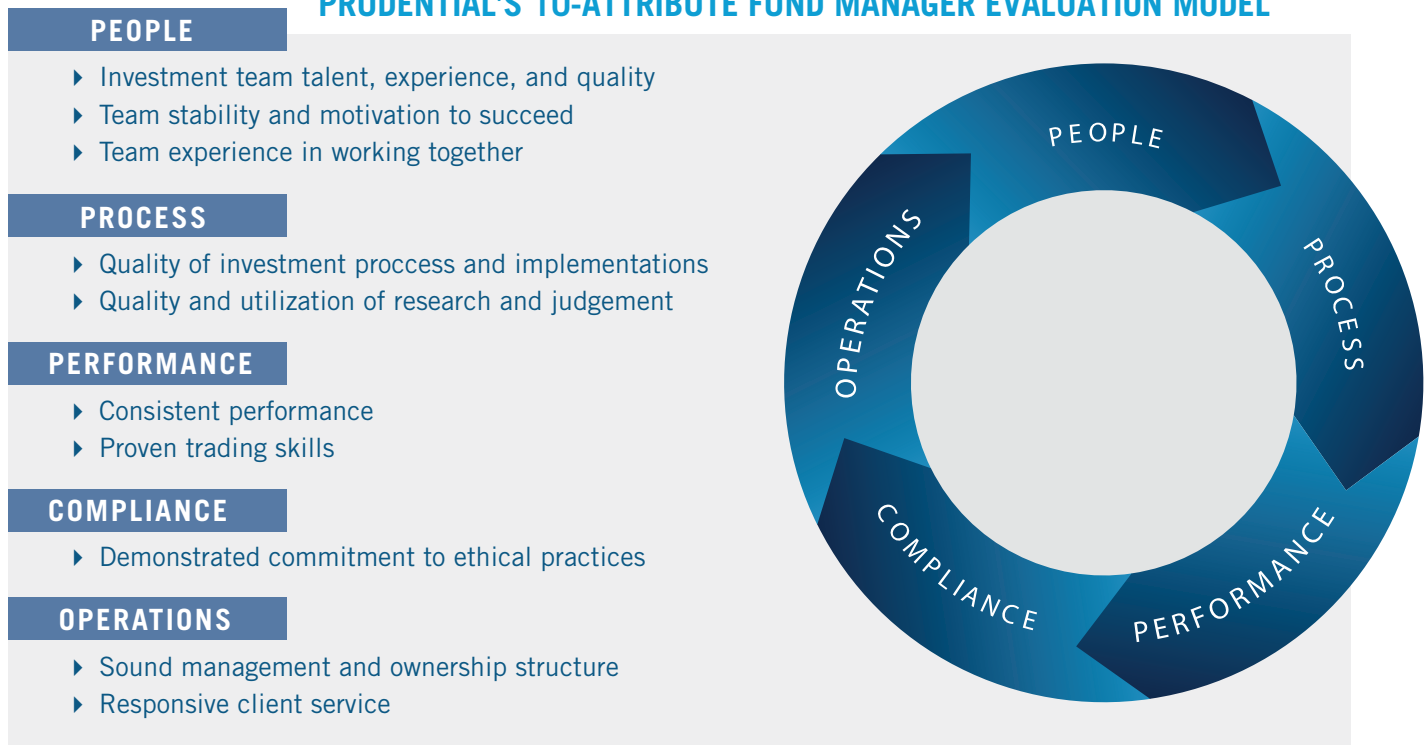
**Towers and Watson Variable Life Survey, Second quarter 2014.*

PruLife® Custom Premier II allows you to invest your policy values among a variety of underlying investment options, representing a wide variety of asset classes.

OVER 60 UNDERLYING INVESTMENT OPTIONS COVERING VARIOUS INVESTMENT STYLES <i>with Domestic, International, Specialty, Green (socially responsible), ETF's, Index, 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>

Underlying investment options that are socially responsible () or that help you manage volatility (TOPS® Managed Risk 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 10-ATTRIBUTE FUND MANAGER EVALUATION MODEL



Design an underlying investment strategy that aligns with your goals.

PruLife® Custom Premier II offers you the potential to accumulate cash value by investing a portion of your premiums in underlying investment options. You can choose your underlying investment options using one of two approaches.

TWO APPROACHES



CREATE YOUR OWN PORTFOLIO

You may create your own portfolio from a choice of underlying investment options. Your financial professional can help you design your own strategy. Depending on the underlying investment options chosen, this approach may provide further diversification and exposure to:

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

CHOOSE AN ASSET ALLOCATION PORTFOLIO

Alternatively, our experienced professionals have put together portfolios of investment options to help simplify your choices. These portfolios have a balanced mix of options; they are designed to help you take advantage of asset allocation. Asset allocation is a key concept in financial planning and money management strategies; it may help to balance risk and reward.

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

ADDITIONAL SCRUTINY

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

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 generally free of 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.



PruLife® Custom Premier II offers the potential 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 chosen underlying investment options. Charges, taxes, and any losses from your chosen underlying investment options are deducted from it. As long as the bucket has enough money in it, the policy will remain in effect (active).

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



Common uses are providing additional income during retirement or chronic or terminal illness, and helping to pay for a child's wedding or some other major purchase.

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:

- ▶ Taking loans or withdrawals will reduce the policy's cash value and the death benefit that will be paid to your beneficiaries. Withdrawals could also reduce the length of 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. Taking loans or withdrawals might also make it necessary for you to pay more into the policy than you originally expected.
- ▶ Loans and withdrawals 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 the amount you have paid into the policy.
- ▶ Paying too much money into your policy can cause it to become a Modified Endowment Contract (MEC). A MEC is taxed less favorably than a policy that is not a MEC. Lifetime distributions, such as loans, withdrawals, and assignments (including distributions made 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 distributions before age 59½. However, the death benefit is still generally received income tax-free under IRC §101(a). Please consult a tax advisor.

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

Enjoy flexibility during challenging times.

Usually, life insurance benefits are paid to your beneficiaries when you die; **living benefits** are ones that **you** can use, naturally while you are alive. These can include accessing any cash value that builds up 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 while you are living.

You can choose one of these optional riders:

- ▶ **BenefitAccess Rider:** This feature enables you to accelerate the death benefit to pay for costs associated with chronic or terminal illness, subject to the terms and conditions of the rider. It is available for an additional charge, and 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 more important details about this rider.)*
- ▶ **Living Needs BenefitSM:** This feature enables you to accelerate the death benefit if you become terminally ill. *(Refer to endnote 2 on the back cover for more important details about this rider.)*



7 IN 10 PEOPLE AGE 65 AND OLDER WILL NEED CHRONIC ILLNESS CARE.*



WILL YOU?

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

*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 1/21/2014).

This policy offers several other optional riders. Please refer to page 8 for more information.

Tailored to fit your specific needs.

PruLife® Custom Premier II gives you the flexibility to “build” a policy that can best fit your individual needs:

- ▶ **With the help of your financial professional, choose the underlying investment options that can help you meet your goals and fit within your risk tolerance.**

You can choose from a variety of funds, a money market fund,** and a fixed-rate option. During this process, you can refer to the product’s prospectus.

- ▶ **Determine your premium payments. The following guarantees against lapse (called No-Lapse Guarantees) are available and may be included based on the premiums you pay into the policy:**

- **Limited**—To age 75 or 10 years, whichever is later
- **Short-term**—Eight years (age 0 to 59) or six years (age 60 and above)

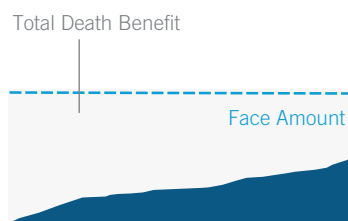
These No-Lapse Guarantees help ensure that your policy will remain in place for a specific period of time based on the premiums you pay—regardless of underlying investment option performance. Generally, your guarantee period can be affected by:

- The amount, timing, and number of your premium payments.
- The cash value of your policy, such as if you have reduced it through policy loans or withdrawals.*

Please note that, if you pay only the minimum premium required for a guarantee, you may be forgoing the potential to build tax-deferred cash value.

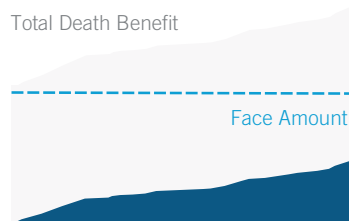
It is important that you pay your planned premiums when they are due. Missed or late payments may shorten or eliminate the policy’s guarantees. Payments to restore the guarantee may be higher than those you were originally paying. Once your guarantee period ends, you may have to pay additional premiums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

- ▶ **Add on optional riders.** Refer to page 8 for the choices available 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—so discuss this choice with your financial professional.



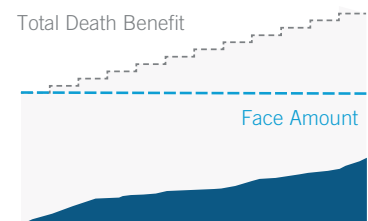
FIXED (TYPE A)

- ▶ The death benefit generally remains constant. It is usually equal to the face amount.
- ▶ The amount payable at death is generally equal to the face amount minus any outstanding loans.



VARIABLE (TYPE B)

- ▶ The death benefit generally fluctuates in direct relation to the value of your Contract Fund.
- ▶ The death benefit proceeds will generally equal the face amount plus the Contract Fund minus any outstanding loans.



RETURN OF PREMIUM (TYPE C)

- ▶ The death benefit generally fluctuates in direct relation to total premiums paid into the contract, minus any withdrawals.
- ▶ The death benefit proceeds will generally equal the face amount plus the total premiums paid into the contract (accrued at a rate you specify), minus any loans and withdrawals.

You also have the ability to reduce your death benefit later in life, should you no longer need the full amount of protection. Please note that doing so during the first 10 policy years will cause a partial surrender charge to be deducted from the Contract Fund. So before reducing the policy's death benefit, discuss it with your financial professional.

Important features that help you stay on track.



If your future needs change and you decide to surrender 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 not later than the end of the 10th year.

Your needs will likely change over time. This policy offers several ways to manage your underlying investment options at no additional cost. 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 specify the underlying investment options (up to two, excluding the Fixed-Rate Option) from which you would like to have the monthly charges deducted. This allows you to have charges taken from more stable underlying investment options.

KEEP YOUR INVESTMENT ALLOCATIONS IN LINE

Your asset allocation may become unbalanced over time as the performance of your underlying investment options changes. The **Auto-Rebalancing** feature automatically adjusts your underlying investment options (except the Fixed-Rate Option) to match your selected allocation. You can choose to have it occur quarterly, semiannually, or annually.

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. Over time, this results in purchasing more units when prices are low and fewer when prices are high. This potentially reduces the average cost per unit. This does not guarantee you will see a profit, purchase more units than you otherwise would have, or be protected against losses in declining markets. As a result, you should carefully consider your financial ability to continue purchases through periods of low price levels.

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 additional information.)*

**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

BenefitAccess Rider VL 145 B3-2014 and ICC14 VL 145 B3-2014 (State variations apply.)	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 additional cost.
Living Needs Benefit^{SM 2} ORD 87241-90-P (State variations apply.)	If you become terminally ill, will accelerate a portion of your death benefit; this can help ease the financial burden you and your loved ones could face. If you elect to use it, an additional cost will be incurred.
Enhanced Disability Benefit VL 100 B-2007 (State variations apply.)	For an additional cost, will pay policy premiums if you become disabled; so your valuable life insurance coverage can remain intact.
Accidental Death Benefit VL 110 B-2000 Not available in MA. (State variations apply.)	Pays an additional amount of death benefit if death is the direct result of an accident. Available for an additional cost.
Overloan Protection Rider PLI 518-2008 (PLY 123-2008 in NY.)	May keep your policy from lapsing if you have an outstanding loan. If you elect to use it, an additional cost will be incurred.
Children Level Term Rider VL 182 B-2005 (State variations apply.)	Gives you the option to provide life insurance on your children while they are young. Available for an additional cost.

Riders contain exclusions, limitations, and terms for keeping them in force. Some are available at an additional cost. Ask your financial professional about riders available in your state, or refer to the prospectus.



WANT TO LEARN MORE?

For more information about this policy, speak with your financial professional. Or, check out www.prudential.com/variable, where you can download a prospectus or locate a financial professional. You can also see a list of the available underlying investment options and review their performance. The prospectus contains a complete description of the policy. It includes charges and expenses.



A FINANCIAL LEADER FOR OVER 135 YEARS.

Prudential Financial is a worldwide financial leader with a long tradition of serving the public interest. Prudential Financial has approximately 50 million customers. The well-known Rock symbol is an icon of strength, stability, expertise, and innovation that has stood the test of time.



Produced with the environment in mind



Printed on Recycled Paper with 10% Post-Consumer Waste

¹ 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); and 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.

² 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 (\$100 in Florida) is also deducted. If more than one policy is used for the claim, each policy will have a processing fee of up to \$150 (\$100 in Florida) 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; this applies until the policy has been in force for one year. 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 can be found in the prospectus. It can also be found in the summary prospectus, if available. A copy of the prospectus may be obtained from www.prudential.com. 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 in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey, 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 and each is solely responsible for its own financial condition and contractual obligations. The policy form number is VUL-2014 or ICC14 VUL-2014, and may be followed by a state code.

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

This material is designed to provide general information about PruLife Custom Premier II and is not a contract. It should be used with the understanding that we are not rendering investment, legal, accounting, or tax advice. Such services should be provided by your own professional advisors.

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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