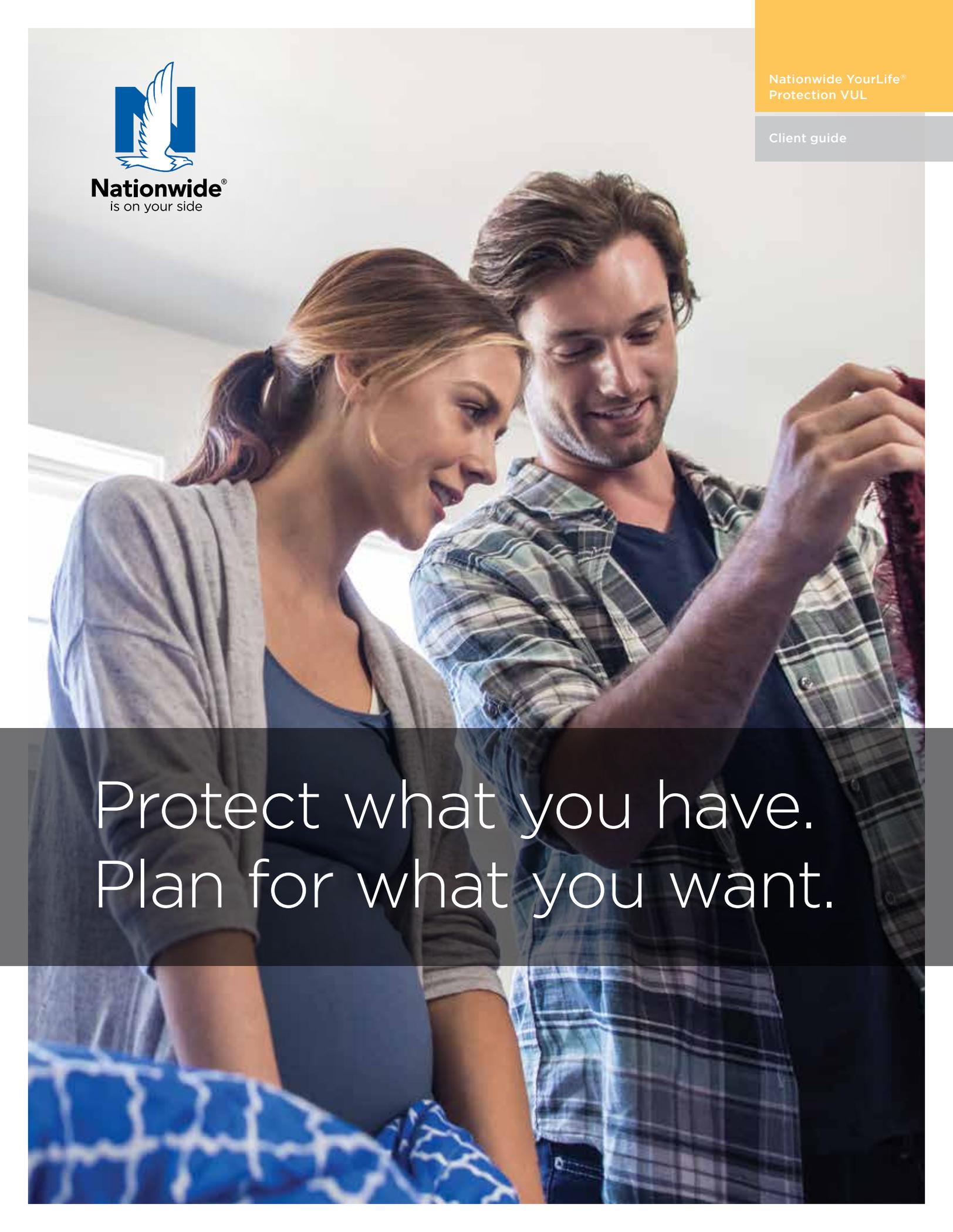




Nationwide[®]
is on your side

Nationwide YourLife[®]
Protection VUL

Client guide



Protect what you have.
Plan for what you want.

You have plans for the future

They're probably the same plans you had five years ago: a comfortable retirement, sending your children to college, protecting your family from the unexpected. But thanks to an uncertain economy, you may be wondering how you'll make them all happen without taking on too much risk.

That's where Nationwide® comes in. We can show you how to protect your family and plan for the future with a solution designed to fit your budget and risk tolerance today. And did we mention it's a life insurance policy?

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution
• Not insured by any federal government agency • May lose value

Table of contents

Why life insurance?	4
Who should have it?	5
What kind of life insurance is right for you?	6
Get more for your money	8
Manage risk, take control	10
The details	11
Nationwide YourLife® Protection VUL in action	12
Why Nationwide®?	14
Other things you need to know	15
Glossary	16
Ready to take action?	18

Remember that with life changes, such as marriage, the birth of a child or a job promotion, come changes to your life insurance needs. These features work for you now, but may not in the future. So make sure you consider your long-term goals, time horizon and objectives before you buy, as well as your risk tolerance. Also remember that Nationwide YourLife Protection VUL is an investment involving risk, including possible loss of principal. Market volatility could also mean you may need to put in more premiums.

Why life insurance?

With the current state of the economy, buying life insurance may seem like an unaffordable luxury, but it might be more reasonably priced than you think. And if something unexpected were to happen to you, it's a simple way to make sure your family has the resources that can help them:

- Maintain their standard of living
- Pay off your funeral or other final expenses
- Pay off the mortgage so they don't have to sell their home
- Pay off your other debts
- Carry out education plans for your children

46%

of Americans have no life insurance at all¹

One in three

Americans say they need more life insurance¹

More than half

of Americans would have immediate or near-immediate trouble paying living expenses if their primary wage earner passed away¹

¹ "Facts About Life," LIMRA (2017).

Who should have it?

Generally, anyone with others financially dependent on them is a good candidate for life insurance, including:



People with children



Married couples or those in long-term relationships



Someone who was recently promoted or changed jobs and may now have a higher income and greater financial obligations



Business owners thinking about business succession, keeping key employees or retirement planning



Single people who support siblings or aging parents, or those who have debt they wouldn't like passed on to relatives

What kind of life insurance is right for you?

All types of life insurance pay your loved ones a sum of money upon your death, and that money, called a death benefit, is typically income tax free. While term life insurance offers you affordable, temporary coverage for a specific time period (or term), permanent life insurance provides lifelong protection.

Your insurance or investment professional can help you decide what type of insurance is best for your needs, but here is a quick reference guide to help get you started.

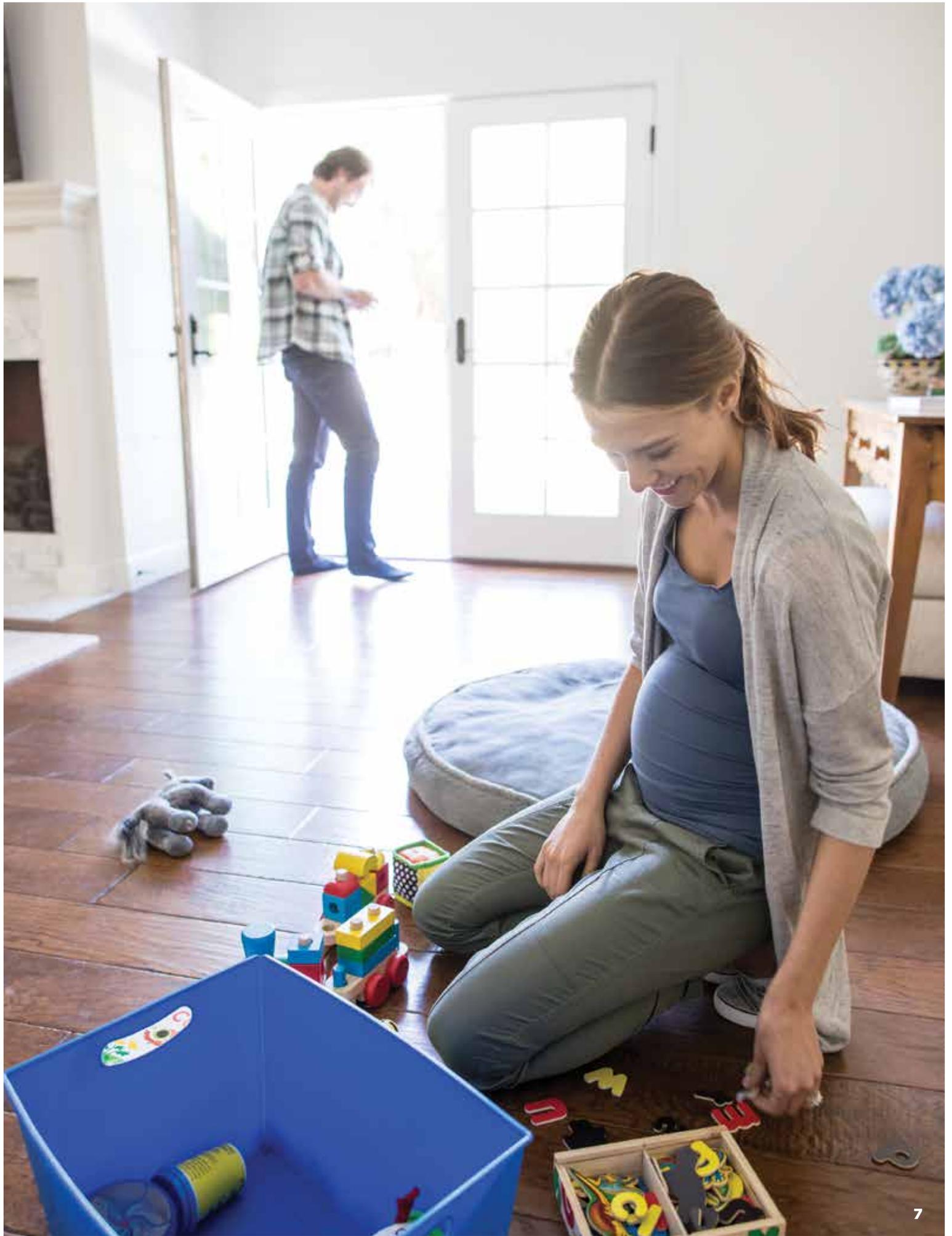
	Term life insurance	Whole life insurance	Universal life insurance	Variable universal life insurance
Temporary coverage	●			
Permanent coverage		●	●	●
Stock market participation				●
Death benefit	●	●	●	●
Designed for low cost	●			
Access to your money ²		●	●	●
Guaranteed cash value		●	●	
Tax advantages	●	●	●	●
Flexible payments ³			●	●

² Access to your money — This assumes that the contract qualifies as life insurance under Section 7702 of the Internal Revenue Code (IRC) and is not a modified endowment contract (MEC) under Section 7702(A). Most distributions are taxed on a first-in/first-out basis as long as the contract meets non-MEC definitions under Section 7702(A). Loans and partial withdrawals from a MEC generally are taxable, and if taken prior to age 59½, may be subject to a 10% tax penalty.

³ Flexible payments — This assumes there is sufficient cash value to cover monthly policy charges. Keep in mind that variable universal life insurance has market volatility, so it's possible that you may need to pay an additional premium on your policy.

All guarantees are subject to the claims-paying ability of the issuing insurance company. Please keep in mind that the underlying investment options offered by variable universal life (VUL) policies are subject to market risk, including possible loss of principal. Also, these funds are only available in variable insurance products issued by life insurance companies. They're not available to the general public.

Variable products are sold by prospectus. Carefully consider the investment objectives, risks, charges and expenses. The product and underlying fund prospectuses contain this and other important information. Investors should read them carefully before investing. To request a copy, go to nationwide.com/prospectus or call 1-800-848-6331.

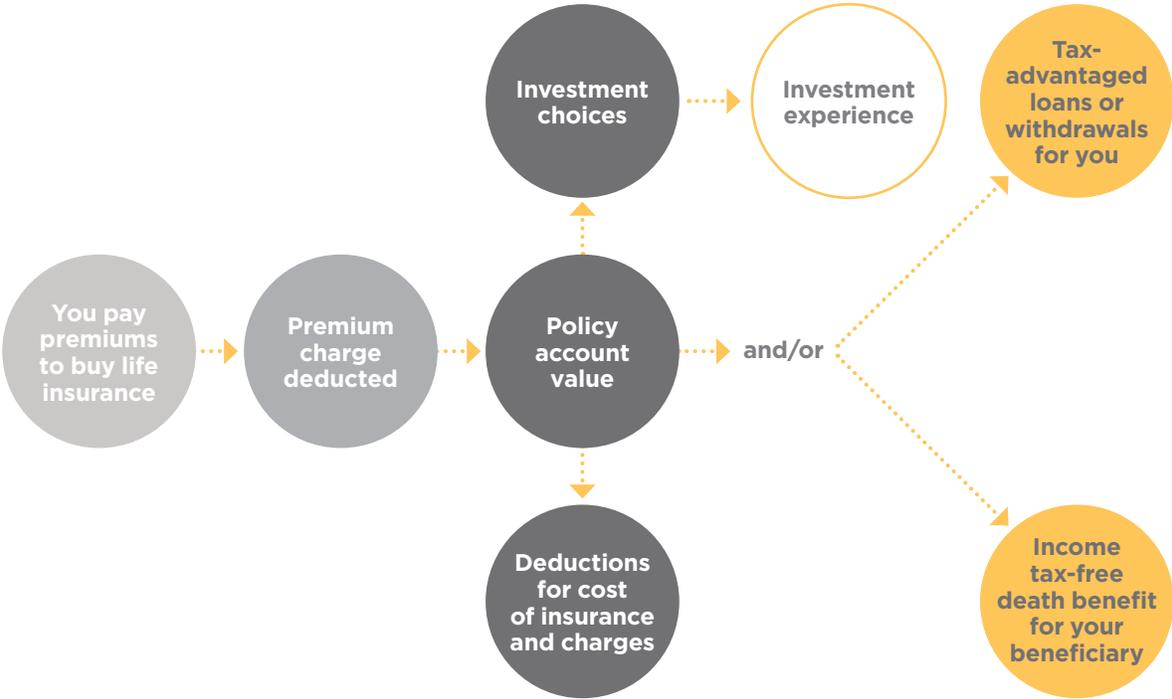


Get more for your money

We all need our money to go a little further these days. So, if you like the idea of one product meeting many needs, variable universal life (VUL) insurance may be right for you. It protects your family with life insurance but also offers the potential to grow your cash value by investing in subaccount investment options. With VUL, you also get benefits you can use during your lifetime, such as:

- Income tax-free loans and withdrawals (keep in mind that taking money from your policy decreases the cash value and death benefit)
- Income tax-free cash value growth potential
- Tax-free exchanges between investment options
- No contribution limits as long as the policy qualifies as life insurance (subject to underwriting limits)
- No early withdrawal penalty at age 59½
- No minimum required distributions at age 70½
- Optional riders and features are available to customize your policy to fit your needs (just remember that not all riders are available in all states, some come with an additional cost and they may be known by different names in different states)

How it works:



Although VUL insurance is first and foremost a protection product, it's often used to help supplement retirement savings. The market experience offered in a VUL policy enables you to address two big threats you may face in retirement:

1. Inflation

Each year, the same amount buys a little less. Investing gives your money the potential to outpace inflation.

PRICE INCREASES FROM 1988 TO 2018

	Total increases	Average annual increases
Physician's services	168%	3.49%
Prescription drugs	244%	4.35%

Source: Bureau of Labor Statistics, Consumer Price Index (www.bls.gov) (August 2018).

2. Longevity

People are living longer. Investing your policy's cash value can help you make sure your savings are there as long as you need it.

1 IN 2 women will live to age 90

1 IN 3 men will live to age 90

Source: Age Wise, Society of Actuaries (2016).

Manage risk, take control

With upside market potential also comes the potential for risk. That's why Nationwide has a VUL product specifically designed to help protect you from that risk. It's called Nationwide YourLife Protection VUL. And in addition to the protection and upside market potential you get with a typical VUL policy, it can also help:

Guarantee your policy's death benefit — regardless of market performance

Every Nationwide YourLife Protection VUL policy comes with a guaranteed death benefit. This guarantee lasts the lesser of 10 years or to age 75 for issue ages 0 to 69 (five years for issue ages 70+).

If you want a little more protection, you can choose to purchase the Extended Death Benefit Guarantee Rider, which allows you to choose:

- A longer guarantee period — from a minimum of 20 years to lifetime coverage; and
- The amount of protection — from 50% to 100% of the base policy specified amount, based on your time horizon and risk tolerance

Just remember, guarantees are subject to the claims-paying ability of the issuing insurance company.

Simplify your life if you ever need long-term care

If you need long-term care, you already have enough hassle to deal with. You don't need the added headache of submitting receipts just to cover your expenses. So Nationwide offers an indemnity-style long-term care rider that allows payments to go directly to the policyowner or your trustee each month to use as needed, once qualifying conditions have been met. It's that simple.

Take some of the worry out of accessing your policy's cash value

If you purchase Nationwide YourLife Protection VUL and plan to use it for supplemental income, the Overloan Lapse Protection Rider may be a good idea. It helps protect heavily loaned policies from lapsing, which could head off serious tax consequences.

You should consult a tax advisor as to the tax risks associated with invoking the Overloan Lapse Protection Rider, as its tax consequences have not been ruled on by the IRS or the courts.

The details

How much coverage can I purchase?

The minimum amount is \$100,000.

How long will my coverage last?

If required premiums are paid, the coverage will last to age 120; however, the policy automatically extends beyond that age if it's still active.

What does Nationwide YourLife Protection VUL cost?

We want to ensure you receive the most appropriate amount of coverage and the coverage structure you need. So when you sit down with your investment professional, he or she will show you a personalized illustration of what you will pay based on your needs and the coverage structure you elect. This amount is called the premium. Included in this amount are industry standard policy charges that cover such things as:

- Cost of insurance protection
- Administrative charges and sales expenses
- Taxes
- Cost of riders or additional benefits
- Other fees

Is there a fee if I terminate my policy?

If you terminate your policy during the first 14 years (12 years for issue ages 50+), a surrender charge is deducted from your policy's cash value. The longer you keep your policy, the smaller the charge.

How can I access the cash value in my policy?

Your net premium plus interest can provide you with cash value, which is available for loans and withdrawals. Unpaid loans will reduce the death benefit payable, and if the policy lapses with a loan outstanding, it will be treated as a distribution and may be subject to income tax. Be sure to check with your legal or tax advisor with specific questions, because Nationwide and its representatives do not give legal or tax advice.

Are there any features available to help customize the policy?

Your investment professional can explain the features and benefits that will best help you customize your policy to fit your specific needs.

Are there any services to help me manage my policy?

Yes. The Automated Death Benefit Protection Monitor is a three-tiered safety net designed to help keep your policy's guarantee on track.

Is there anything I need to know about the long-term care rider?

Yes. The long-term care rider benefit is an acceleration of the death benefit and reduces your death benefit and cash surrender value dollar for dollar. Everyone's long-term care needs will be different, so there is no guarantee the rider will cover all of your long-term care costs. In addition, you should make sure your life insurance needs will continue to be met, even if the rider pays out in full.

Nationwide YourLife[®] Protection VUL



Natalie — Protection and planning for her son

HER LIFE

Natalie lost her husband a little over a year ago, so she knows firsthand what a financial burden funeral expenses and final medical bills can be. She wants a life insurance policy to protect her son in case something happens to her. And while she has some money put aside for college tuition and retirement, she'd feel better if there were a way to protect her son in case she passes away.

HER LIFE INSURANCE

Natalie thought about buying term life insurance with its low up-front premiums so her son was covered. But her investment professional showed her that buying a Nationwide YourLife Protection VUL policy was an affordable solution that would give her lifetime death benefit protection for her son and the potential to grow the policy's cash value all in one product.



Jeff and Vicki — Making sure she's protected for the future

THEIR LIVES

Jeff and Vicki will be able to pay off their mortgage soon. Vicki hasn't worked outside the home since before the kids were born, but she puts in a lot of time and effort doing volunteer work for a local charity. Jeff wants to make sure she'll be able to continue volunteering and living in their home in case the unexpected happens to him. At this stage in their lives, they're willing to accept a moderate amount of market risk to get long-term returns, but they also see a need to make safer investments.

THEIR LIFE INSURANCE

The Nationwide YourLife Protection VUL Extended Death Benefit Guarantee Rider lets Jeff and Vicki choose a 20-year death benefit guarantee along with a moderate investment strategy. Jeff has peace of mind knowing Vicki will receive the guaranteed death benefit and she'll be able to continue her volunteer work, no matter what.



Bill — Preparing for long-term care needs

HIS LIFE

Bill's father is in a nursing home, and he's been watching his dad's savings dwindle to pay for long-term care. Bill's afraid that if he becomes unable to care for himself and has to go to a nursing home, long-term care costs will chip away at his family's savings, too. He's looking for a way to make sure he'll be able to afford care if he needs it and his wife will have the money she'll need to live on.

HIS LIFE INSURANCE

Bill opted for a Nationwide YourLife Protection VUL policy with our indemnity-style long-term care rider. If and when he needs it, Bill will receive a monthly benefit paid directly to him or his trustee. He also has the option of choosing how much of the benefit he receives — he can take the full benefit, even if it's more than enough to cover his long-term care expenses or less than the full benefit to help preserve his policy.



Wes — Saving for future college expenses

HIS LIFE

Wes and his wife, Lisa, have a teenage pitching star at home. At the tender age of 13, their son, Dylan, has thrown pitches clocked at over 70 miles per hour. Even though they've been contributing to a college savings plan since he was little and see a potential baseball scholarship in his future, they'd like to save even more in case Dylan needs it for college.

HIS LIFE INSURANCE

Wes decides to purchase a Nationwide YourLife Protection VUL policy. By paying more than the premium requirement, he's able to potentially grow the cash value of the policy tax deferred. So, if Dylan doesn't get that baseball scholarship, they can work closely with a tax advisor to take tax-free loans or withdrawals from their policy to help pay for college expenses, as long as their policy isn't what the IRS calls a modified endowment contract (or MEC) and it remains in force. If their son does keep breaking speed records, they can use the money for a down payment on a small vacation house somewhere near spring training.

Why Nationwide®?

Nationwide was founded by a group of forward thinkers who joined forces to protect what matters most. That sense of working together for the common good has never left us. Today we're a Fortune 100 company with a diversified corporate portfolio that allows us to navigate all manner of economic ups and downs.



A.M. Best

received 10/17/2002
affirmed 10/2/2017

A+

Moody's

received 3/10/2009
affirmed 11/7/2017

A1

Standard & Poor's

received 12/22/2008
affirmed 5/10/2018

A+

These ratings and rankings reflect rating agency assessment of the financial strength and claims-paying ability of Nationwide Life Insurance Company and Nationwide Life and Annuity Insurance Company. They are not intended to reflect the investment experience or financial strength of any variable account, which is subject to market risk. Because the dates are updated only when there's a change in the rating, the dates above reflect the most recent ratings we have received. They are subject to change at any time.

diversified CORPORATE PORTFOLIO



financial services



personal property
and casualty



commercial property
and casualty

THE BOTTOM LINE: Our consistently strong performance means we'll be with you for as long as you need us.

Other things you need to know

Tax law defines life insurance policies under Internal Revenue Code section 7702A.

Typically, a modified endowment contract (MEC) happens when too much premium is paid into the policy. While most VUL policies don't become a MEC, we want you to know about them because they do have additional restrictions. For example, if a VUL policy becomes a MEC, any gains in your policy become taxable. In addition, surrender charges may apply to partial surrenders, and if loans or surrenders are taken prior to age 59½, they may also be subject to a 10% tax penalty.

Now that you know a little more about Nationwide YourLife Protection VUL and what it can be used for, you need to review the prospectus included with this brochure. **Variable products are sold by prospectus. Carefully consider the investment objectives, risks, charges and expenses. The product and underlying fund prospectuses contain this and other important information. Investors should read them carefully before investing. To request a copy, go to nationwide.com/prospectus or call 1-800-848-6331.**

All individuals selling this product must be licensed insurance agents and registered representatives.

Be sure to check with your legal or tax advisor with specific questions, because Nationwide and its representatives do not give legal or tax advice.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. 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.

Glossary

Allocation

Distributing your money among various investments that reflect your risk tolerance and retirement income goals.

Death benefit

The money, typically tax free, your family or other beneficiaries receive from your life insurance policy upon your death; this is also known as the specified amount.

Investment options

Underlying funds available only by purchasing variable insurance products.

Lapse

Terminate.

Legacy or estate

The assets left by a person at death.

Overloan Lapse Protection Rider

This rider protects your policy from terminating when you have taken a lot of loans from your policy; there are certain requirements to invoke it, and there is no charge until you do.

Premiums

The payments you make into your policy.

Principal

The total amount of money you've invested in your variable life insurance policy, including your initial investment and any ongoing contributions.

Prospectus

A legal document that contains the facts an investor needs to know before purchasing a variable life insurance policy.

Riders

Additional benefits that can be added to help customize the policy to meet your specific needs, usually at an additional cost.

Risk tolerance

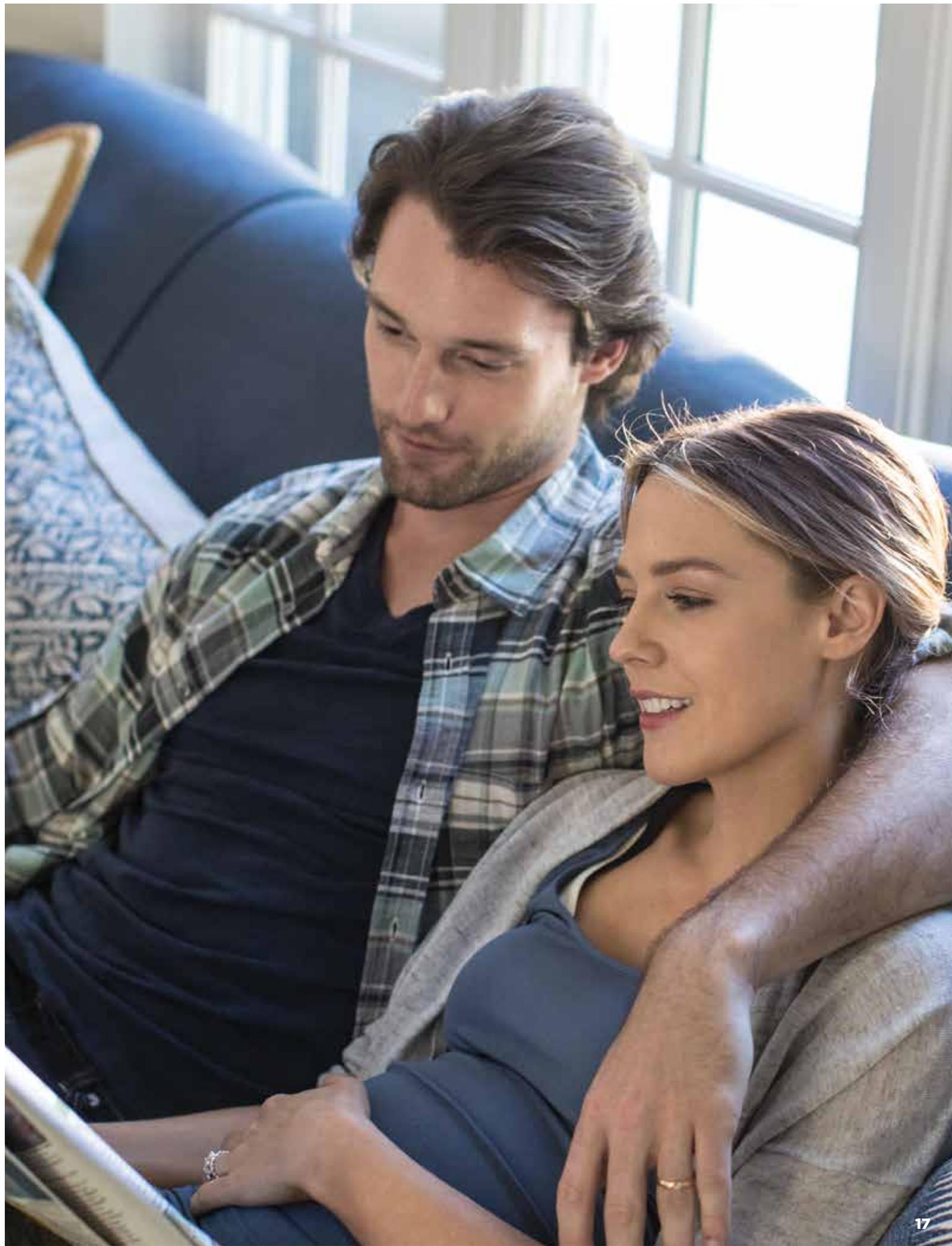
The level of potential investment loss you're willing to live with in exchange for the chance to reach an investment goal (e.g., conservative or aggressive).

Surrender

A full or partial withdrawal from your life insurance policy.

Variable

The rate of return on your policy is tied to the underlying investment options you choose rather than a fixed rate, like some other product types; there is a fixed account available.



Ready to
take action?

If you've made the decision that Nationwide YourLife Protection VUL is right for you, the underwriting process begins. This simply means we begin the paperwork on the policy.

Your investment professional will have some forms for you to sign and may need to ask a few medical questions. Depending on the amount of insurance applied for, a medical professional may contact you to schedule a quick checkup, including height, weight and other basic medical information. In many cases, the checkup can be done in your own home.

After the application is approved, you will receive the policy. You might want to file this with your other important documents and notify your beneficiaries. Then, by paying your premiums, you'll be protecting what you have and planning for what you want.

For a product prospectus, please visit:

<http://prospectus.nationwide.com/YourLifeProtection>

(NY only) <http://prospectus.nationwide.com/YourLifeProtectionNY>



Nationwide®
is on your side

Products are issued by Nationwide Life and Annuity Insurance Company or Nationwide Life Insurance Company, Columbus, Ohio. The general distributor is Nationwide Investment Services Corporation, member FINRA.

Nationwide, Nationwide is on your side, the Nationwide N and Eagle and Nationwide YourLife are service marks of Nationwide Mutual Insurance Company. © 2018 Nationwide

VLM-0530AO.8 (10/18)