



FINRA Proposes New Rules Governing Variable Insurance Product Communications

On July 28, 2008, FINRA published a regulatory notice seeking comment on proposed new rules governing communications concerning variable insurance products. A copy of the proposal is available [here](#).

The proposal would consolidate previous FINRA staff guidance on variable insurance product communications, as well as revise requirements relating to matters such as product identification, liquidity, guarantees, rider benefits, hypothetical illustrations, investment analysis tools, and tax deferral illustrations.

The comment period expires September 30, 2008.

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