**Section 910.70 Contents of Proposal**

Any proposal referred to in this Rule must:

a) Be dated and signed by the insurance agent or by the company if no agent is involved;

b) State the name of the company in which the life insurance is to be written;

c) State that the purchaser has the right to purchase life insurance only, mutual fund shares only, or both life insurance and mutual fund shares;

d) Contain no misrepresentations or false, deceptive or misleading words, figures or statements. It must be accurate and complete and state all facts without which the proposal would have the capacity or tendency to mislead or deceive;

e) Show the premium charge for life insurance separately from any other charge;

f) If values which may accrue prior to the death of the insured are involved in the presentation, show the value of the life insurance policy separately from any other values;

g) Show, if it is involved in the presentation, the amount of the death benefit for the life insurance separately from any other benefit which may accrue upon the death of the insured;

h) Set forth all matters pertaining to life insurance separately from any matter not pertaining to life insurance.