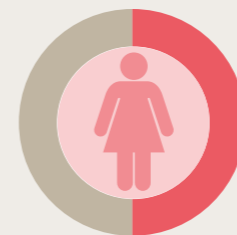


Show me the Mammy!

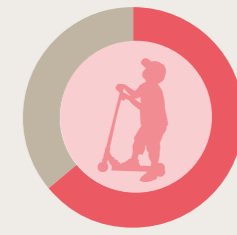
A Mammy can be all of these and many more in just one day... mother, friend, taxi-driver, chef, cleaner, nurse and so much more.

So, what better time than Mother's Day to establish their true worth in the home.

Tell Mammy
HOW MUCH YOU CARE



HALF feel the work they do for their family is appreciated by their husband/partner



1 IN 2 feel the work they do for their family is appreciated by their children

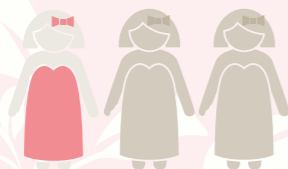


Mammy's work around the house

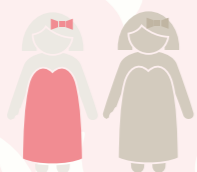


Mammies
AT WORK

1 in 3
STAY-AT-HOME



1 in 2
WORK OUTSIDE THE HOME



But, whether working in /outside the home, there are always chores that need to be done...

Mammy's worth
IN NUMBERS

€720
value of their weekly work at home

€37,500
value of their yearly work at home

Life Insurance to replace Mammy's worth

Replacing a mothers estimated worth in the home would cost €37,500 a year.

She would need:

€330,000 Term Life Insurance: Costing €23.03 a month for a 35 year old non-smoker for 10 years cover. The actual cost depends on age, health and amount of cover chosen. Remember – you must keep up your payments to stay on cover.

See how much cover you need at www.irishlife.ie

Irish Life

Happy Mother's Day!



We know Irish life. We are Irish Life.

Source for mummies at work – Coyne Research 2015. Hours spent on work in the home based on mothers with children under the age of 18. Time values are based on Mothers hourly estimations. Life insurance cost includes the cost of the Government Levy of 1%. Acceptance terms and conditions apply.

Irish Life assurance plc is regulated by the Central Bank of Ireland.