

Critical Illness Insurance



Every day you make choices and do everything you can to live a healthy life. You take comfort knowing you have the power to accomplish everything you want in life.

But are you prepared for life's unexpected and sometimes devastating challenges?

A diagnosis of a serious illness could force you to drain your savings, risk your business, impact your retirement planning and your dreams for the future. Many women struggle to cope with the physical and emotional burdens brought on by critical illnesses such as cancer, heart attack or stroke.

For many women, a diagnosis means facing serious financial hardship, the cost of surviving any type of cancer can be devastating. According to the Canadian Cancer Society, breast cancer is the most common cancer among Canadian women. On average, 430 women are diagnosed every week and few women are prepared to face the cost. Canadian women diagnosed with early breast cancer lose, on average, more than a quarter of their typical income during the first 12 months after their diagnosis, according to a study recently published in the *Journal of the National Cancer Institute*.

Would you have the freedom to recover in the way you would want without serious financial consequences?

Critical Illness Insurance can be a good addition to your portfolio; it helps survivors manage the financial costs associated with recovery by providing a lump sum payment regardless of time away from work or lost income. This money can be used in many ways, including replacing lost income, keeping a business going during your recovery period, paying off a mortgage or paying for special medical treatments, the choice is yours.

For more information, please contact us: <http://shefinancialgroup.com/>

***Penny Deming** is founder and President of **SHE financial group Inc.** After working several years in the financial industry as a senior advisor, Penny realized there was a gap in services helping women. Her own personal experience as an only-parent, led Penny to launch **SHE financial**, which empowers women to become more financially independent.*