An ancient puzzle about death concerns how death, conceived as a permanent and total absence of experience, can be bad for the person who dies. It can seem as though bad things are bad precisely because they are experienced as bad. But if that is right, then death, in the relevant sense, cannot be bad for the person who dies. But surely death, even (or maybe especially) in that sense, can be bad for the person who dies! Several solutions to this puzzle will be rejected. One will be accepted.