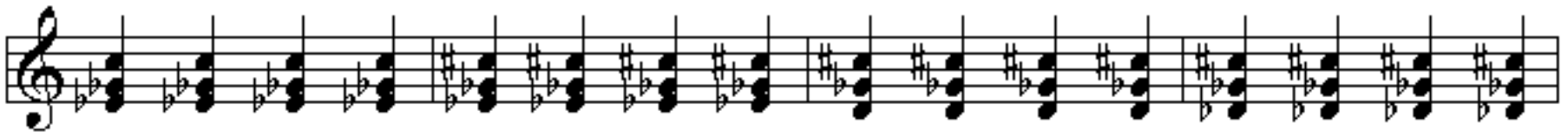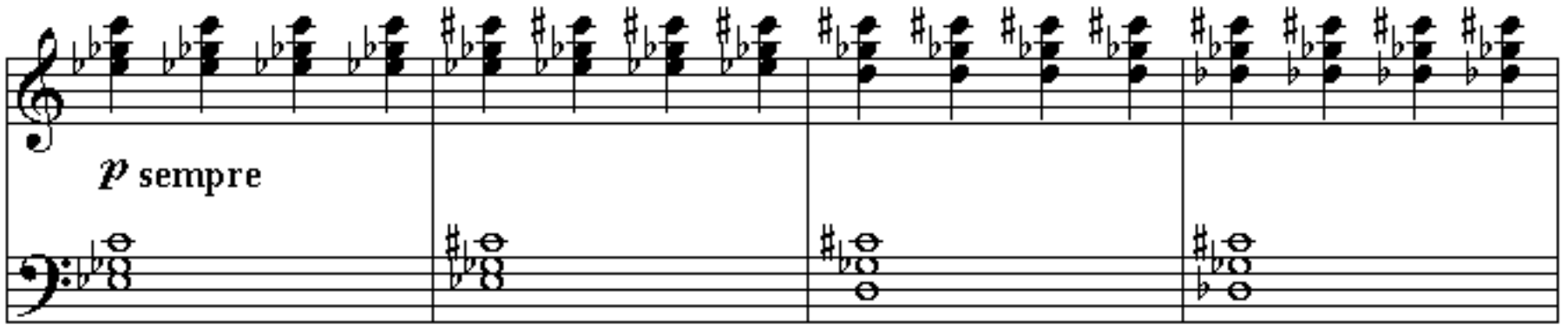p sempre