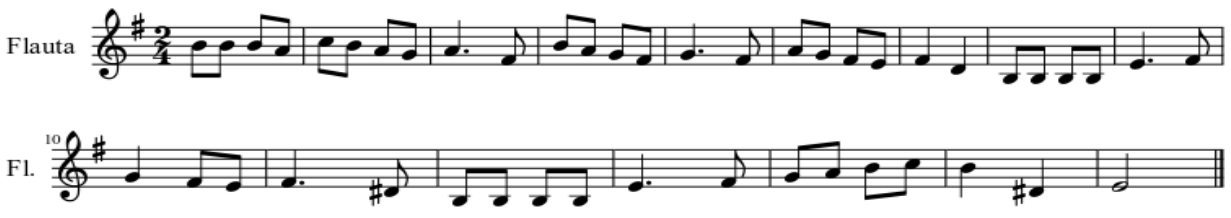La tarara