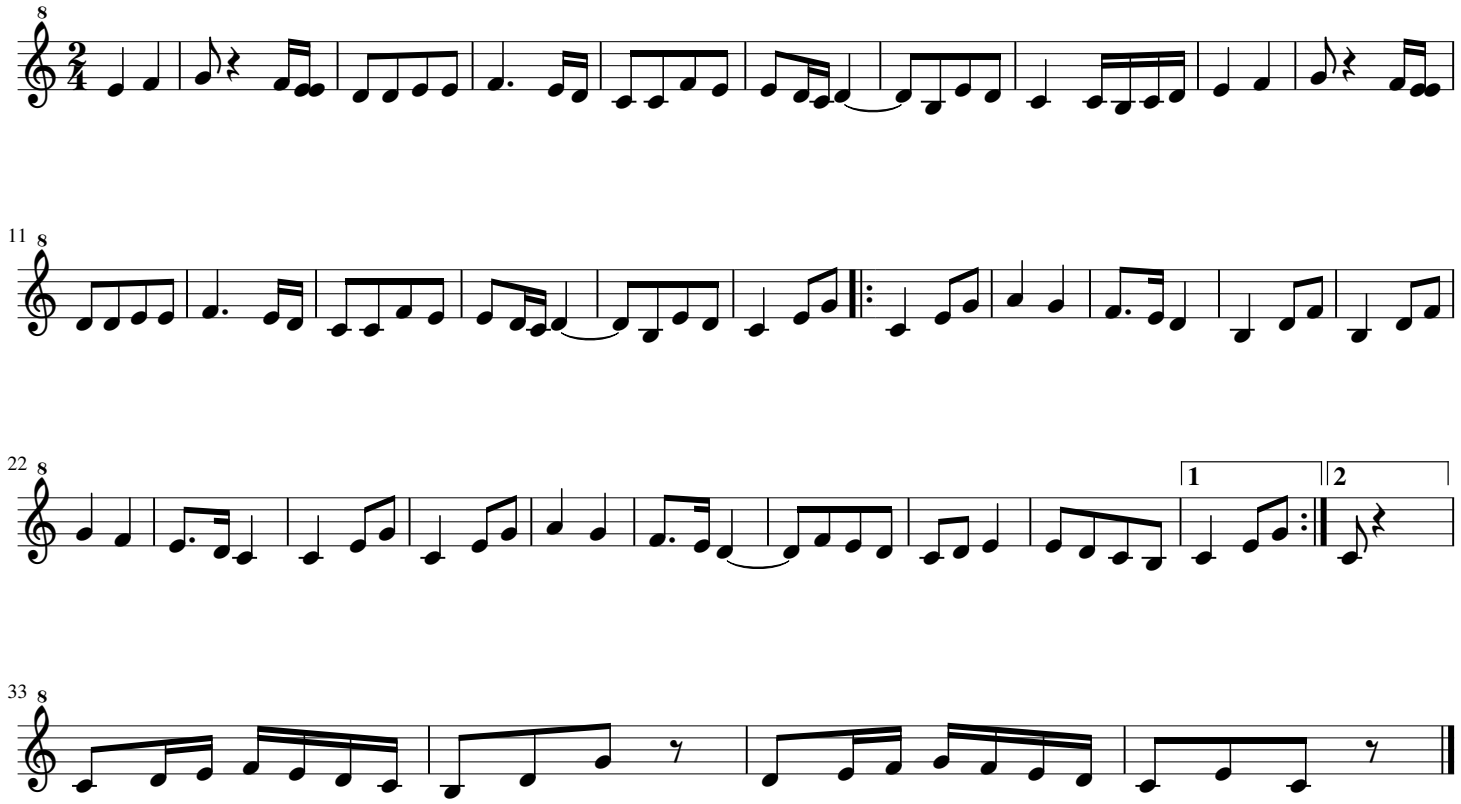Favorito