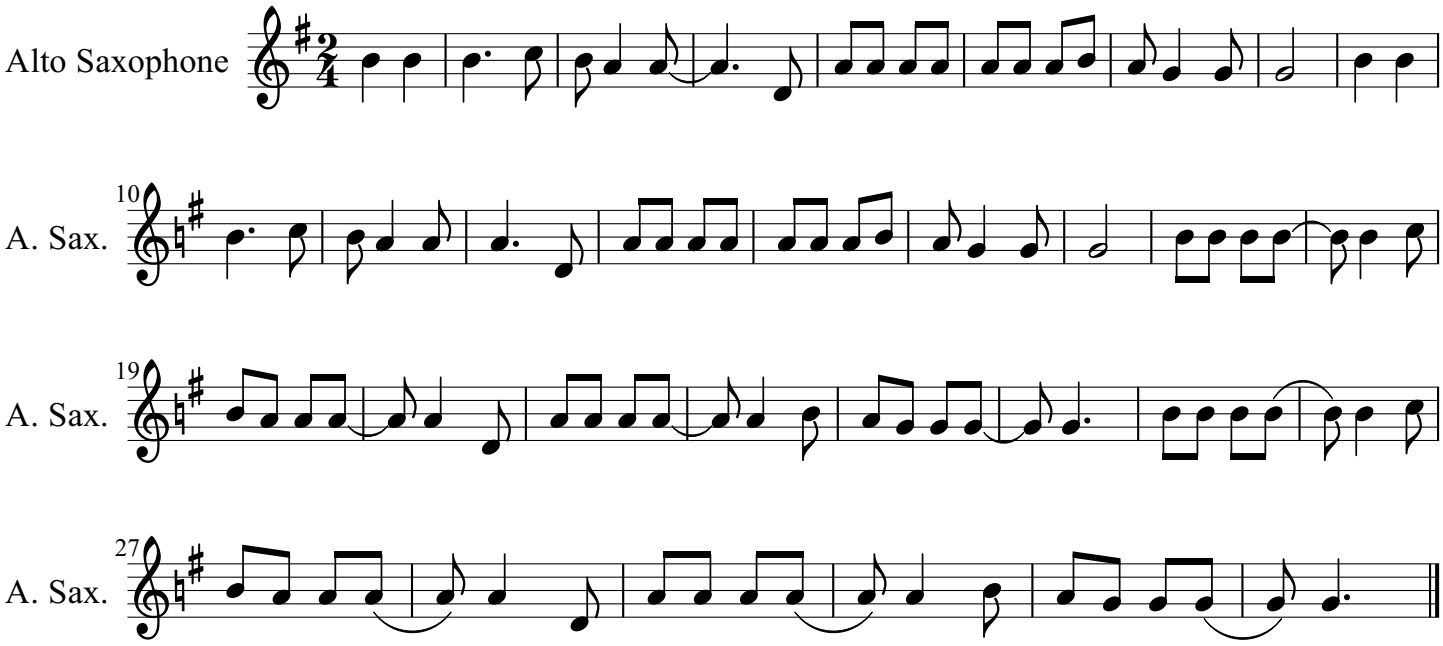No no No