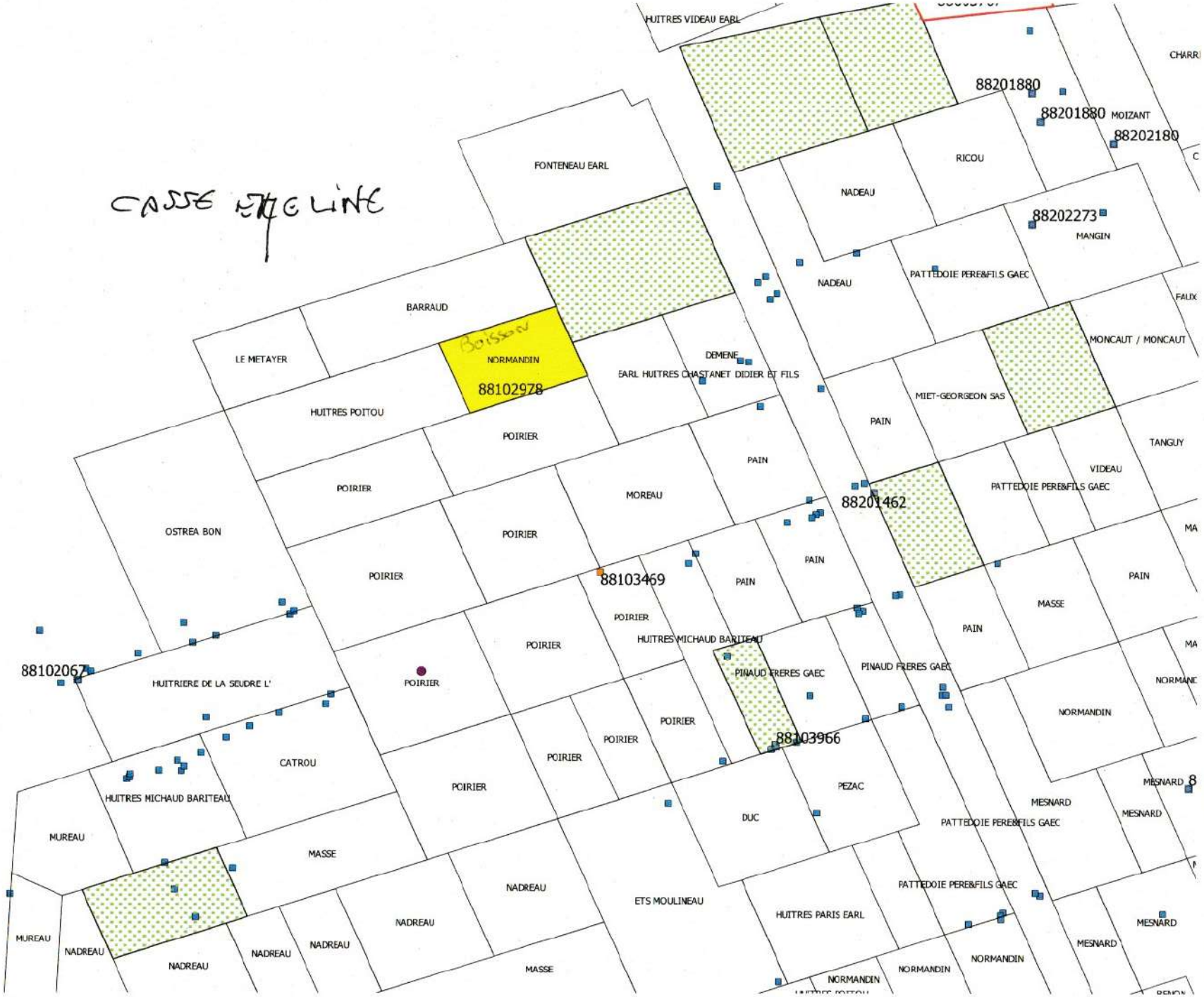CASSE ÉTIQUETTE