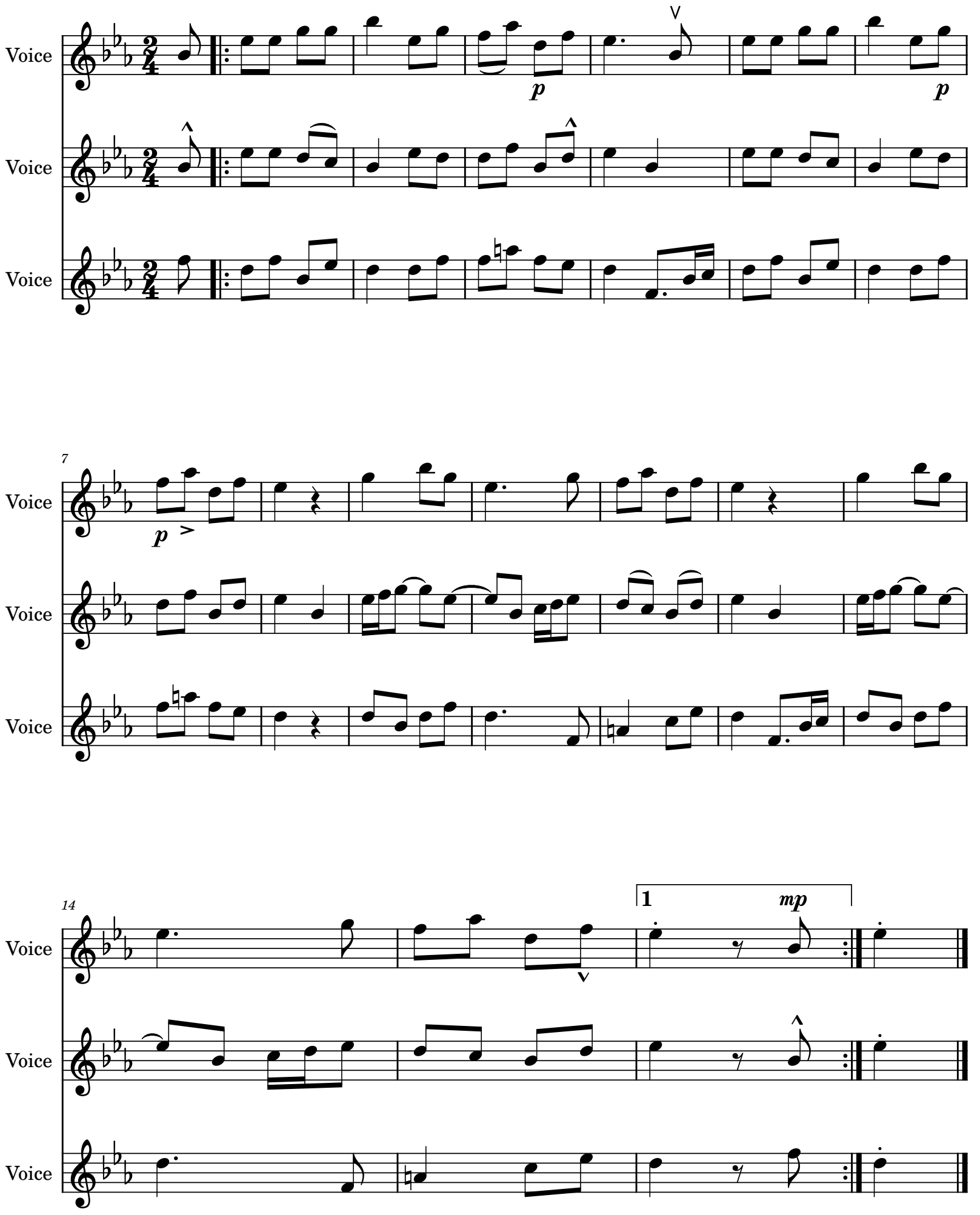Ama begira zazu