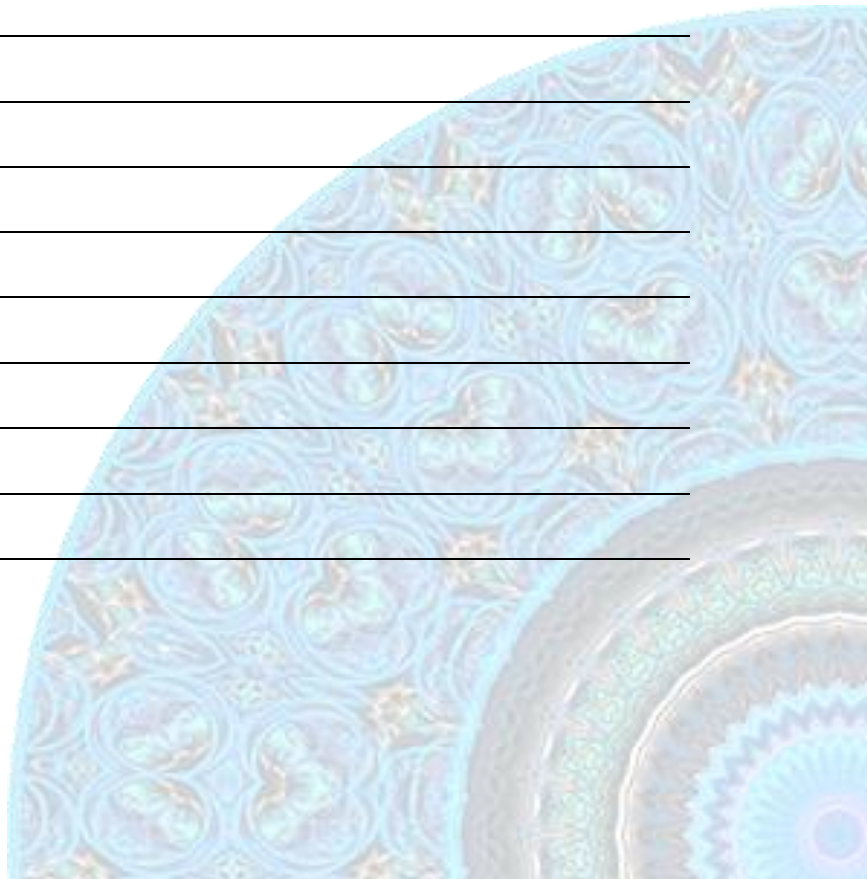WHAT DO YOU WANT TO FEEL?