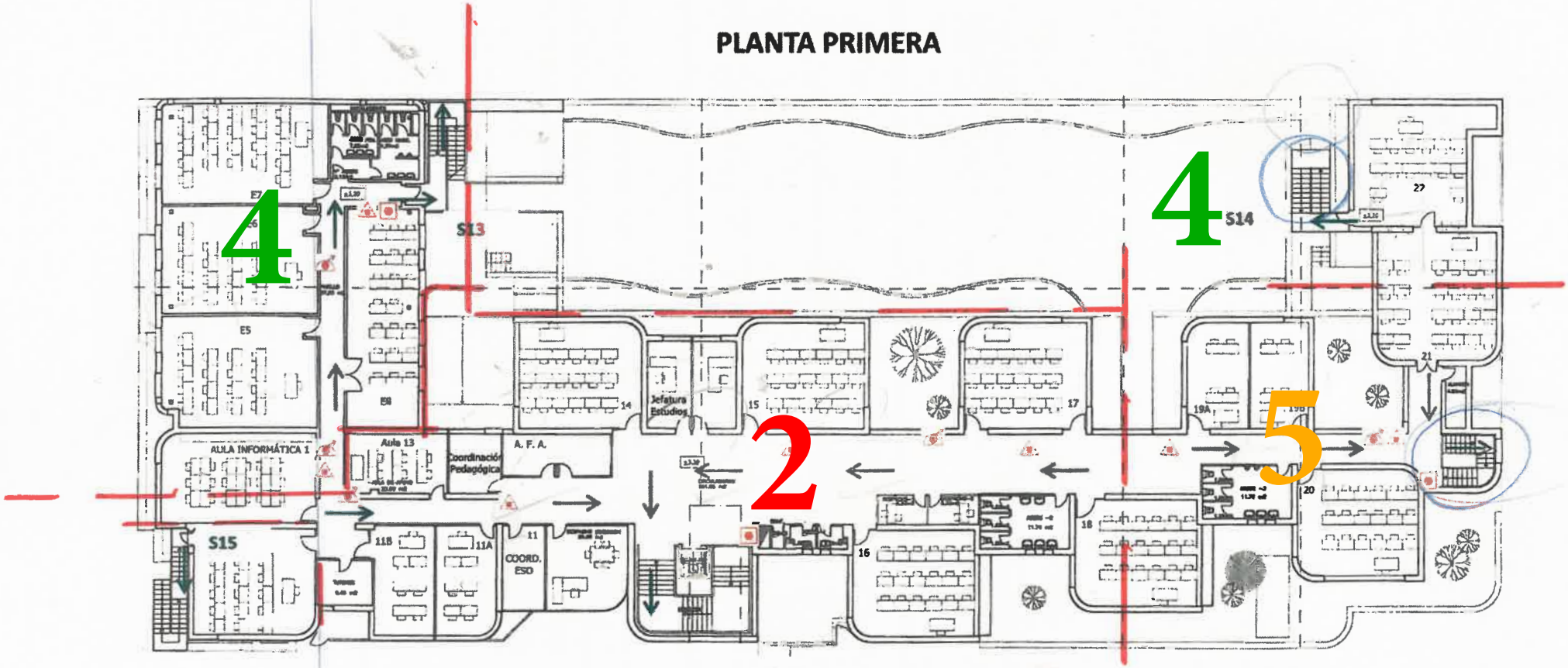PLANTA PRIMERA