milady®

2021 CATALOG

"We're committed to constant & meaningful evolution."

I don't have to tell you that 2020 was a tough year. Things that used to be straightforward, like school, became increasingly complex as we all navigated distance learning during a pandemic.

I'm humbled by the way Milady team members adapted to working from home with an unyielding commitment to "keep the learning going" for you, our wonderful customers.

Their suggestions inspired many of the actions we took during the pandemic:

- Providing digital teaching/learning through MindTap
- Delivering over 125,000 free MindTap codes to learners
- Ungating our Infection Control CE course, which resulted in 200,000+ hours of free education and readied student clinics and salons for safe re-opening
- Launching our first RISE Certification, which raises awareness about domestic abuse and human trafficking

Of course, COVID-19 wasn't the only crisis we faced in 2020. Our nation's racial reckoning forced all of us to stop and reflect. At Milady, we updated our Diversity and Inclusivity Guidelines, partnered with Stylez to enhance our curly and thick haired curriculum, and held multiple panel discussions so we could learn from all stakeholders.

We know this is just a start. And we're committed to constant and meaningful evolution.

As we look ahead to 2021, we're also committed to these digital innovations so that hybrid programs can flourish:

- Enhancing the user experience to keep students fully engaged
- Allowing for more integrations and easier ways to add in your own content
- Enabling you to manage regulatory compliance more effectively
- Simplifying the ordering process of all our digital products

We welcome your suggestions and comments about how we're doing. If you haven't already, be sure to connect with us on Facebook and Instagram to network and share best practices as we all navigate this new learning landscape.

Here's to our collective pursuit of knowledge and to a better world in 2021.

Sandra L Bruce

Milady VP and General Manager

PS: Schools like yours can get free access to our RISE Certification if they become a Milady RISE Partner – learn more on page 3.

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Here to Support You

Milady Support
888–850–6162
info@milady.com

Talk to Your Account Manager
Find out at milady.com/contact
(by state/school type)

Milady MindTap Support
mindtaphelp@milady.com

Cengage Technical Support
800–354–9706
cengage.com/support

@miladyteam
Join *Milady Instructors* Group

@miladyeducation

Your Students Want to Make a Real Difference. Now You Can Help—At No Cost.

BECOME A MILADY RISE PARTNER SCHOOL

1 in 4 women and 1 in 7 men will experience intimate partner violence at some point during their lifetimes. Up to 20,000 victims are trafficked into the United States every year. Thanks to beauty professionals' close and trusted relationships with clients, your school can be a part of the solution. Raise awareness, provide a resume-builder for your students, and differentiate your school—all by participating in this program.

It's free and you don't have to be a Milady school to apply

Once approved, your students will get access to a 3.5-hour online certification course ($29.95 value). Partner schools will receive digital marketing assets to promote their commitment.

BE PART OF THE SOLUTION.

Scan to apply or visit milady.com/rise-partner-school-program

HYBRID LEARNING

milady MINDTAP

Harness the power of hybrid learning & distance education. Let Milady help!

The events of 2020 forced us to reimagine and redesign the classroom and one thing is certain: hybrid and distance learning is here to stay. Your digital learning platform should be interactive, personal, available on-demand and provide both instructors and students best-in-class content and measurable, relevant feedback.

A perfect mix of robust content and other engaging features makes MindTap a great way to learn and succeed.

- Fully Customizable
- Save Time & Effort
- Robust Reporting
- Active Time Tracker

No Setup, Hosting or Training Fees.

Scan to request a demo or visit milady.com/mindtap

The Right Training… The Right Support

We have helped thousands of customers make the switch to MindTap. Working with you every step of the way, our dedicated training and support team will help you make a worry-free transition to digital.

More time teaching.
Better learning.
Easier than you think.

Onboarding & Ongoing Help

- Live Training Webinars
- Tutorial Videos
- Implementation Checklist
- Access to Implementation Team
- Instructor User Guides
- Chromebook Device Program
- Milady Instructors Group

MindTap Training Courses

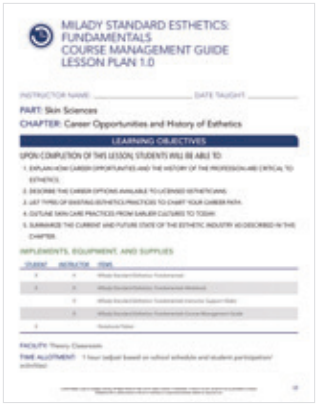
- MindTap Fundamentals
- MindTap for Adminstrators
- MindTap for Educators

Scan to for training resources request or visit milady.com/mindtap-training

INSTRUCTOR RESOURCES

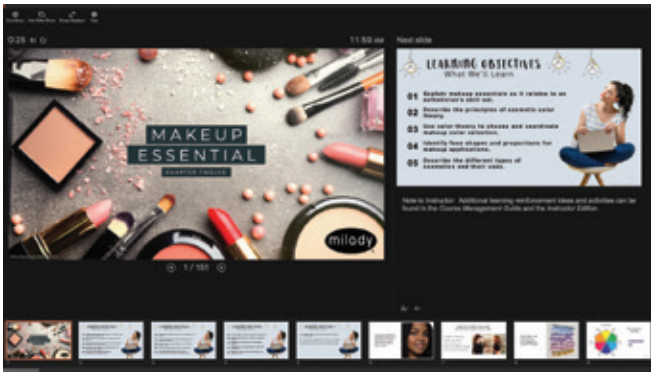
Reduce prep time, engage all types of learners, and fast-track your transition to the latest editions with Milady instructor resources.

Please see program sections for pricing and availability.



Course Management Guide (CMG)

- Facilitate strong classroom management with our most popular instructor resource
- Contains the following:
  - Detailed lesson plans
  - Answer key to the review tests and Student Workbook
  - Computerized test bank to create tests and quizzes
  - Transition guide to the latest edition
  - Activities that engage all learner types



Instructor Support Slides

- Capture visual learners with dynamic PowerPoint® slides for each chapter
- Chapter-by-chapter outline of content
- Notes section includes lesson plan notes, activity reminders, and answers to the Check-In Questions

Save 25% by Purchasing Bundles

Purchase all available resources for your program and save. Talk to your Account Manager, visit milady.com/contact

Instructional Videos

(also known as DVD Series)

- Hours of detailed procedural videos
- Capture visual and auditory learners
- Easy-to-follow instructions and multiple points-of-view ensure student comprehension

Instructor Editions

- The student textbook with instructor-facing notes throughout
- Provides teaching moments and calls out content that requires emphasis
- Chapter summaries, check-in questions and answers
- Suggests fun, hands-on activities
- References other instructor materials
- Available for the newest editions of Esthetics: Fundamentals (12th) and Nail Technology (8th)

Did you know?

Online Access Is Now Available

Access instructor resources online for the latest editions of Cosmetology (13th), Esthetics Fundamentals (11th and 12th), Barbering (6th) and Nails (7th and 8th).

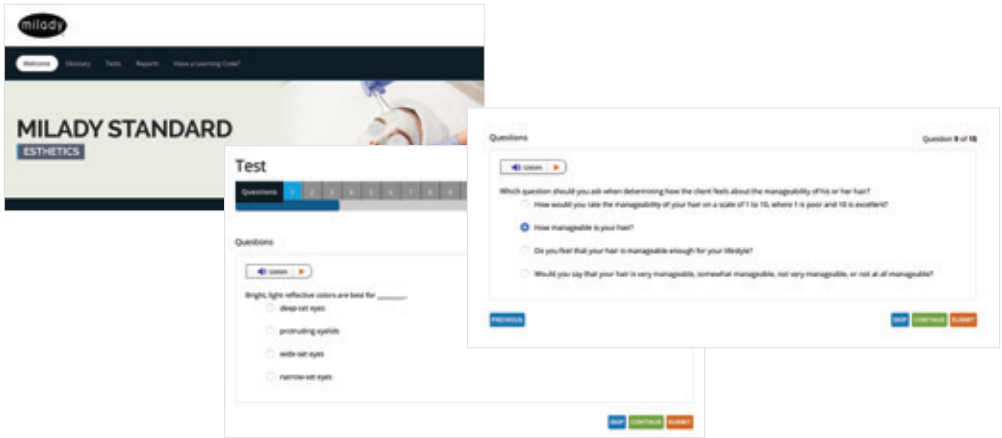
Help your learners understand key concepts, retain the material, ace their tests and pass state board exams!

Please see program sections for pricing and availability.

Online Licensing Preparation (OLP)

Most efficient way to practice for exams! 100,000+ students passed their state board exam with the help of OLP.

- Hundreds of multiple-choice questions with unlimited attempts
- Three modes: chapter review, chapter test, and comprehensive test
- "Comprehensive Test" mode has similar experience to the state board exam with 100 randomly selected questions
- Audio glossary with pronunciations and definitions
- Reports let students review which questions they got wrong
- Smartphones/tablets can be used for on-the-go practice
- New mobile app is coming in 2021!



Did you know?

MindTap Has It All—And Can Be Customized

Our digital learning solution includes most of these student resources in a digital format. Schools and instructors can customize MindTap by adding their own resources, activities, and multimedia content. Learn about the benefits of digital learning at milady.com/mindtap

Workbooks

(Theory/Practical)

- Printed workbooks include detailed, interactive exercises to reinforce learning
- Includes review activities such as fill-in-the-blank, true/false questions, matching exercises and more
- Helps students stay organized and aids comprehension, not memorization
- Some workbooks may include exam review content

Other Supplements & Resources

(check program section for availability)

- Exam Review: printed supplement with chapter-by-chapter questions in a multiple-choice format
- Study Guide: printed supplement that helps students recognize, understand, and retain key concepts
- Situational Problems: printed supplement that advances students' critical thinking and conflict resolution skills
- Step-by-Step Procedures: full-color, spiral-bound resource with step-by-step photos for each procedure in the book
- Other student resources are available for all disciplines. Visit milady.com for a available complementary products.

Did you know?

Translated Materials

Many student supplements have a Spanish translation available; some Cosmetology and Nail Technology products include Vietnamese translations. Talk to your Account Manager about all options: milady.com/contact

COSMETOLOGY

There's a reason why our curriculum is the most used and respected suite of resources in cosmetology education. Two words: CONTINUOUS IMPROVEMENT. As the field has evolved, so have our materials. Razor cutting, haircutting simulations, natural hair care, and more. Not only that, but we strive to create content that's inclusive and representative of everyone. Bottom line: When we say we're committed to constant and meaningful evolution, we mean it.

Scan for more information or visit milady.com/cosmetology

For descriptions of Instructor Resources & Student Supplements, see pages 6-9

Milady Standard Cosmetology, 13th Edition

☐ MindTap Digital Learning Solution
Printed Access Card • Length of Access: 2 years
ISBN: 9781305632028 • List: $257.95

☐ Textbook
1,129 pp., 8 ½" x 11", ©2016
Hardcover ISBN: 9781285769417 • List: $133.95
Softcover ISBN: 9781285769431 • List: $126.95

☐ eBook
Printed Access Card
ISBN: 9781305654730 • List: $133.95

☐ Theory Workbook
ISBN: 9781285769455 • List: $55.95

☐ Practical Workbook
ISBN: 9781285769479 • List: $55.95

☐ Exam Review
ISBN: 9781285769554 • List: $40.95

☐ Study Guide: The Essential Companion
ISBN: 9781285769639 • List: $66.95

☐ Situational Problems
ISBN: 9781285769653 • List: $47.95

☐ Online Licensing Preparation
Printed Access Card • Length of Access: 1 year
ISBN: 9781285769790 • List: $38.95

SPANISH EDITIONS

☐ Textbook
ISBN: 9781285772622 • List: $155.95

☐ Theory Workbook
ISBN: 9781285769462 • List: $67.95

☐ Practical Workbook
ISBN: 9781285769486 • List: $67.95

☐ Exam Review
ISBN: 9781285769585 • List: $52.95

☐ Study Guide: The Essential Companion
ISBN: 9781285769646 • List: $77.95

☐ Online Licensing Preparation
Printed Access Card • Length of Access: 1 year
ISBN: 9781285769790 • List: $38.95

VIETNAMESE EDITION

☐ Textbook
ISBN: 9781285769448 • List: $155.95

INSTRUCTOR SUPPLEMENTS

☐ Course Management Guide
CD ISBN: 9781285769677 • List: $525.25
Online Access ISBN: 9780357463185 • List $525.25

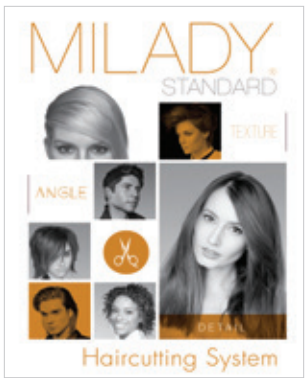
☐ Instructor Support Slides
CD ISBN: 9781285769684 • List: $183.75
Online Access ISBN: 9780357463215 • List $183.75

Online Haircutting Simulation

Gives students the ability to safely practice haircutting skills in a fun, game-like atmosphere. Students can master the steps of 9 foundational haircuts without the fear of failure, helping build confidence as they transition and apply their skills to mannequins and clients.

- Training and challenge modes guide students through each cut with step-by-step instructions and feedback
- Easy to integrate in or out of the classroom
- Students personalize each client's eye color, hair color, and more
- Students can earn badges and unlock new haircuts as they progress

☐ Printed Access Card • Length of Access: 2 years
ISBN: 9781305498044 • List: $49.95



Milady Standard Haircutting System

Formalized system designed to complement *Milady Standard Cosmetology*. Make teaching and learning the foundational principles of haircutting easier, while ensuring a solid understanding of the technical and creative aspects of haircutting.

- 15 haircuts demonstrated (3 men's cuts)
- Head sheets for women and men
- Fully-annotated Instructor Edition

☐ Textbook
240 pp., 8 ½" x 11", Spiral-Bound, ©2016
ISBN: 9781285769707 • List: $40.95

☐ eBook
Printed Access Card
ISBN: 9781337274326 • List: $40.95

INSTRUCTOR SUPPLEMENTS

☐ Instructor Edition Print
ISBN: 9781305577038 • List: $139.95

☐ Instructor Edition eBook
Printed Access Card
ISBN: 9781337292535 • List: $139.95

☐ Instructional Videos (DVD Series)
ISBN: 9781285769714 • List: $399.95

☐ Instructor Support Slides
ISBN: 9781305587045 • List: $183.75

Milady Standard Razor Cutting

Nick Arrojo

☐ Textbook
128 pp., 8 ½" x 11", Softcover, ©2016
ISBN: 9781285778075 • List: $21.95

INSTRUCTOR SUPPLEMENTS

☐ Instructor Resource CD
ISBN: 9781305627956 • List: $131.25

☐ Instructional Videos (DVD Series)
ISBN: 9781285778082 • List: $149.95

Milady Standard Natural Hair Care and Braiding

Diane Carol Bailey with Diane DaCosta

☐ Textbook
304 pp., 8 ½" x 11", Softcover, ©2014
ISBN: 9781133693680 • List: $45.95

☐ Workbook
ISBN: 9781133765653 • List: $28.95

INSTRUCTOR SUPPLEMENTS

☐ Course Management Guide CD
ISBN: 9781133765622 • List: $294.00

☐ Instructional Videos (DVD Series)
ISBN: 9781133765639 • List: $399.95

Milady Standard Haircoloring and Chemical Texture Services, 2nd Ed.

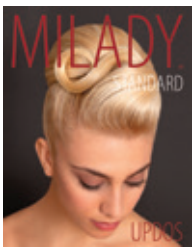
☐ Textbook
105 pp., 8 ½" x 11", Spiral-Bound, ©2012
ISBN: 9781439058947 • List: $39.95

☐ Spanish Edition
ISBN: 9781439058930 • List: $44.95

INSTRUCTOR SUPPLEMENTS

☐ Instructor Resource on CD
ISBN: 9781439058848 • List: $131.50

☐ Instructional Videos (DVD Series)
ISBN: 9781439058831 • List: $399.95



Milady Standard Updos

Timothy Johnson

☐ 192 pp., 8 ½" x 11", Spiral-Bound, ©2015
ISBN: 9781285444499 • List: $33.95

ESTHETICS

The field of esthetics has grown by leaps and bounds over the last decade-plus. At Milady, we're continuously raising the bar on esthetics education so that students can master the fundamentals, ace their licensing exam, and prepare for a rewarding career. Not to mention, the world needs an esthetics curriculum that is equal parts inclusive and representative—content that effectively and sensitively addresses all ethnicities, all skin types. From foundational principles to advanced content, we've got the resources to help students turn a passion for skin care into a thriving career.

Scan for more information or visit milady.com/esthetics

Milady Standard Esthetics: Fundamentals, 12th Edition

☐ MindTap Digital Learning Solution
Printed Access Card
Length of Access: 2 years
ISBN: 9781337095150 • List: $269.95

☐ Esthetics Fundamentals and Foundations Textbook Package
8 ½" x 11", Hardcover, ©2019
ISBN: 9780357263792 • List: $163.95

☐ Workbook Package (Includes Exam Review)
ISBN: 9780357482841 • List: $139.90

☐ Online Licensing Preparation
Printed Access Card
Length of Access: 1 year
ISBN: 9781337095129 • List: $38.95

SPANISH EDITIONS

☐ Esthetics Fundamentals and Foundations Textbook Package
ISBN: 9780357265420 • List: $183.95

☐ Workbook Package (Includes Exam Review)
ISBN: 9780357482858 • List: $159.90

For descriptions of Instructor Resources & Student Supplements, see pages 6-9

INSTRUCTOR SUPPLEMENTS

SAVE 25% by Bundling Your Esthetics Fundamentals Instructor Materials

Order all instructor materials for Esthetics Fundamentals (with Foundations) as a bundle and save up to $469. See product descriptions on pages 6-7.

Video Bundle

- Course Management Guides (digital)
- Instructor Support Slides (digital)
- Instructor Editions (print)
- Instructional Videos (DVD & Bluray + online)

~~$1875.65~~ **$1405.90** Save $469

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ISBN 9780357482032

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- Course Management Guides (digital)
- Instructor Support Slides (digital)
- Instructor Editions (print)

~~$879.70~~ **$658.90** Save $220

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(Choose one)

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ISBN 9780357482087

☐ USB Flash Drives
ISBN 9780357482063

Esthetics Fundamentals with Standard Foundations Instructor Materials

☐ Course Management Guides $379.90
Online Access ISBN: 9780357479933
USB Flash Drives ISBN: 9780357482094

☐ Instructor Support Slides $199.90
Online Access ISBN: 9780357479940
USB Flash Drives ISBN: 9780357482117

☐ Instructor Editions $299.90
Print ISBN: 9780357482131

☐ Instructional Videos $995.95
Online Access ISBN: 9780357479957
DVD & Bluray ISBN: 9780357364628

Need single online access for more than one resource? Already have instructor materials for Standard Foundations? Talk to your Account Manager: milady.com/contact

Milady Standard Esthetics: Advanced, 2nd Edition

☐ MindTap Digital Learning Solution
Printed Access Card
Length of Access: 2 years
ISBN: 9781337095211 • List: $262.95

☐ Textbook
980 pp., 8 ½" x 11", Hardcover, ©2013
ISBN: 9781111139094 • List: $155.95

☐ eBook
Printed Access Card
ISBN: 9781111139230 • List: $155.95

☐ Workbook
ISBN: 9781111139117 • List: $80.95

☐ Exam Review
ISBN: 9781111139124 • List: $55.95

☐ Step-By-Step Procedures
ISBN: 9781133013495 • List: $42.95

☐ Online Licensing Preparation
Printed Access Card
Length of Access: 1 year
ISBN: 9781111139162 • List: $38.95

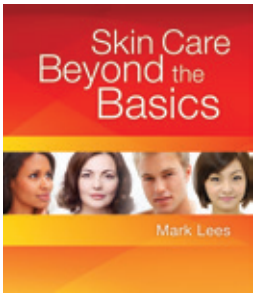
INSTRUCTOR SUPPLEMENTS

☐ Course Management Guide Binder
ISBN: 9781111139100 • List: $242.50

☐ Course Management Guide CD
ISBN: 9781111139131 • List: $294.00

☐ Instructional Videos (DVD Series)
ISBN: 9781435412880 • List: $995.95

☐ Instructor Support Slides CD
ISBN: 9781111139148 • List: $183.75



Skin Care Beyond the Basics, 4th Edition

Mark Lees

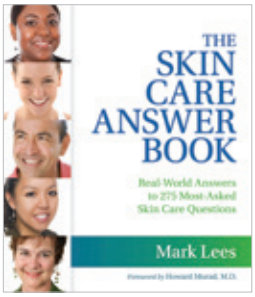
☐ Textbook
514 pp., 8" x 9 ¼", Softcover, ©2012
ISBN: 9781435487451 • List: $132.95

☐ Workbook
ISBN: 9781435487444 • List: $66.95

INSTRUCTOR SUPPLEMENTS

☐ Course Management Guide CD
ISBN: 9781435487437 • List Price $262.75

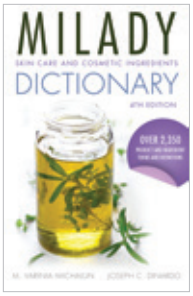
☐ Instructor Support Slides CD
ISBN: 9781435487420 • List: $183.75



The Skin Care Answer Book: Real-World Answers to 275 Most-Asked Skin Care Questions

Mark Lees

☐ 232 pp., 8" x 9 ¼", Softcover, ©2011
ISBN: 9781435482258 • List: $42.95



Skin Care & Cosmetic Ingredients Dictionary, 4th Edition

M. Varinia Michalun & Joseph C. Dinardo

☐ 339 pp., 5 ½" x 8 ½", Softcover, ©2015
ISBN: 9781285060798 • List: $57.95

Milady Standard Makeup

☐ Textbook
530 pp., 8 ½" x 11", Hardcover, ©2013
ISBN: 9781111539597 • List: $76.95

☐ eBook
Printed Access Card
ISBN: 9781285049298 • List: $76.95

☐ Workbook
ISBN: 9781111539610 • List: $32.95

SPANISH EDITIONS

☐ Textbook
ISBN: 9781111539658 • List: $83.95

☐ Workbook
ISBN: 9781111539665 • List: $38.95

INSTRUCTOR SUPPLEMENTS

☐ Course Management Guide CD
ISBN: 9781111539627 • List: $294.00

☐ Instructor Support Slides CD
ISBN: 9781111539634 • List: $183.75

☐ Instructional Videos (DVD Series)
ISBN: 9781111539641 • List: $399.95

Questions to ponder...

What two words describe your teaching style in 2020?

How are you doing with remote/hybrid/distance learning so far?

What's your favorite remote/hybrid/distance learning platform or tool?

How do you set expectations for your students in a remote environment?

What teaching and/or learning goals do you have for 2021?

What tools or resources would help you teach your curriculum either in-person, online or hybrid?

What are some ways you get useful educator tips, advice and classroom activities?

What's the best way to stay updated on Milady product updates, digital resources, upcoming events & webinars and sales & promotions?

It's always helpful to take stock of where you have been and where you are going. Milady can answer your questions and offer resources to help you move forward. We invite you to:

- ❒ **Subscribe to our emails** milady.com/subscribe
- ❒ **Join our *Milady Instructors* group** facebook.com/groups/miladyinstructors
- ❒ **Read our blog at** milady.com/blog
- ❒ **Follow us** instagram.com/miladyeducation facebook.com/miladyteam
- ❒ **Take a continuing education or certification course at** miladytraining.com **or** miladypro.com

NAIL TECHNOLOGY

When you take a student's passion for nails and marry it with our always comprehensive, always current content, you get a formula for success. From foundational topics to the latest trends, our resources provide students with the materials they need to learn, ace their licensing exam, and thrive in their careers. Visit milady.com/nails to request a review copy and to view the complete table of contents, transition guide and information about each supplement.

Scan for more information or visit milady.com/nails

Milady Standard Nail Technology, 8th Edition

☐ MindTap Digital Learning Solution
Printed Access Card
Length of Access: 2 years
ISBN: 9781337786669 • List: $219.95

☐ Nail Technology and Foundations Textbook Package
8 ½" x 11", Hardcover, ©2020
ISBN: 9780357446867 • List: $136.95

☐ Workbook Package (Includes Exam Review)
ISBN: 9780357482865 • List: $127.90

☐ Online Licensing Preparation
Printed Access Card
Length of Access: 1 year
ISBN: 9781337786775 • List: $38.95

SPANISH EDITIONS

☐ Nail Technology and Foundations Textbook Package
ISBN: 9780357446874 • List: $157.95

☐ Workbook Package (Includes Exam Review)
ISBN: 9780357482872 • List: $150.90

For descriptions of Instructor Resources & Student Supplements, see pages 6-9

INSTRUCTOR SUPPLEMENTS

SAVE 25% by Bundling Your Nail Technology Instructor Materials

Order all instructor materials for Nail Technology (with Foundations) as a bundle and save up to $469. See product descriptions on pages 6-7.

Video Bundle

- Course Management Guides (digital)
- Instructor Support Slides (digital)
- Instructor Editions (print)
- Instructional Videos on DVD (28 procedures from previous edition) or Online (10 new procedures added, 8 updated)

~~$1875.65~~ $1405.90 Save $469

DIGITAL RESOURCES PREFERENCE

(Choose one)

☐ Online Access (10 codes)
ISBN: 9780357482285

☐ USB Flash Drives
ISBN: 9780357482261

Regular Bundle

- Course Management Guides (digital)
- Instructor Support Slides (digital)
- Instructor Editions (print)

~~$879.70~~ $658.90 Save $220

DIGITAL RESOURCES PREFERENCE

(Choose one)

☐ Online Access (10 codes)
ISBN: 9780357482216

☐ USB Flash Drives
ISBN: 9780357482179

Nail Technology with Standard Foundations Instructor Materials

☐ Course Management Guides $379.90
Online Access ISBN: 9780357479902
USB Flash Drives ISBN: 9780357482292

☐ Instructor Support Slides $199.90
Online Access ISBN: 9780357479919
USB Flash Drives ISBN: 9780357482315

☐ Instructor Editions $299.90
Print ISBN: 9780357482339

☐ Instructional Videos $995.95
Online Access ISBN: 9780357479926
DVD ISBN: 9781285080703

Need single online access for more than one resource? Already have instructor materials for Standard Foundations? Talk to your Account Manager: milady.com/contact

Still using Nails, 7th Edition?
Make a plan to transition to new Nails, 8th Edition. See page 21 for details and visit milady.com/nails

Milady Standard Nail Technology, 7th Edition

See page 21 for new edition

☐ MindTap Digital Learning Solution
Printed Access Card • Length of Access: 2 years
ISBN: 9781337287746 • List: $219.95

☐ Textbook
560 pp., 8 ½" x 11", Softcover, ©2015
ISBN: 9781285080475 • List: $136.95

☐ eBook
Printed Access Card
ISBN: 9781305120648 • List: $132.95

☐ Workbook
ISBN: 9781285080512 • List: $70.95

☐ Exam Review
ISBN: 9781285080543 • List: $48.95

☐ Online Licensing Preparation
Printed Access Card • Length of Access: 1 year
ISBN: 9781285080611 • List: $38.95

☐ Vietnamese Study Summary
ISBN: 9781285080567 • List: $76.95

SPANISH EDITIONS

☐ Textbook
ISBN: 9781285080598 • List: $157.95

☐ Study Resource
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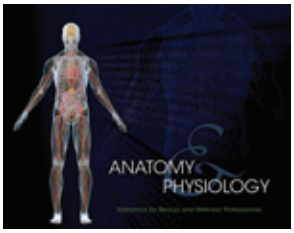

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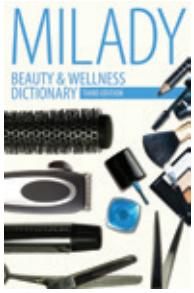

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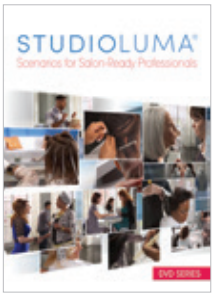

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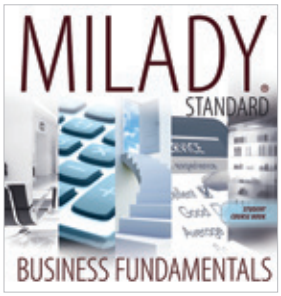

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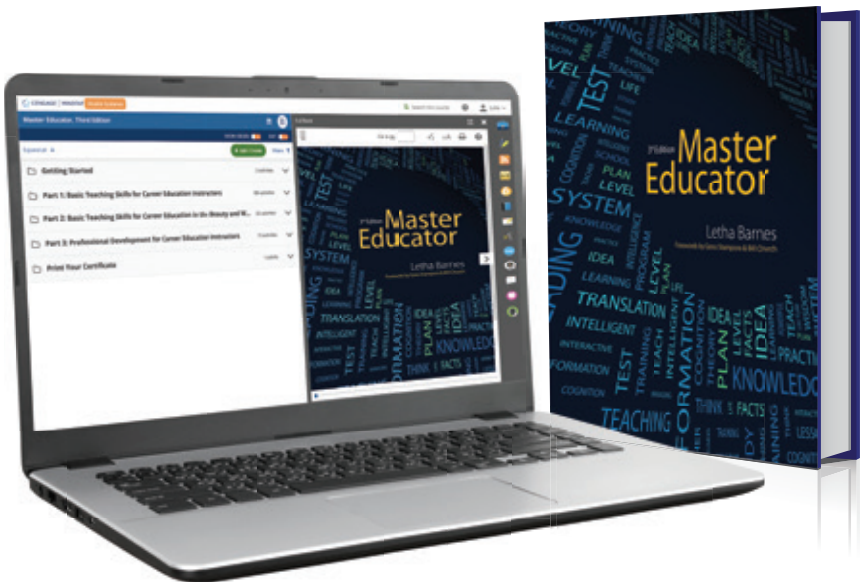

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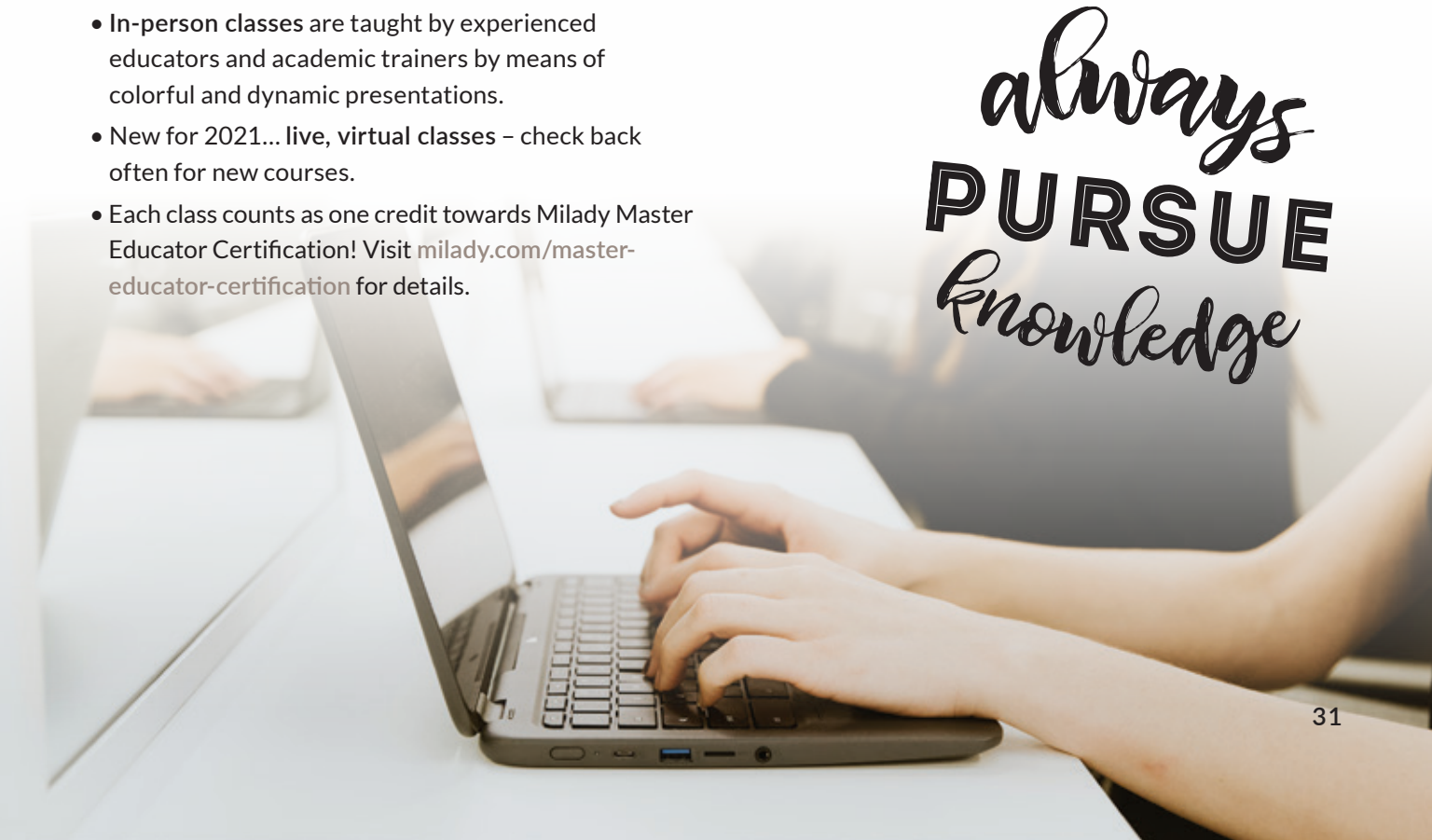

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