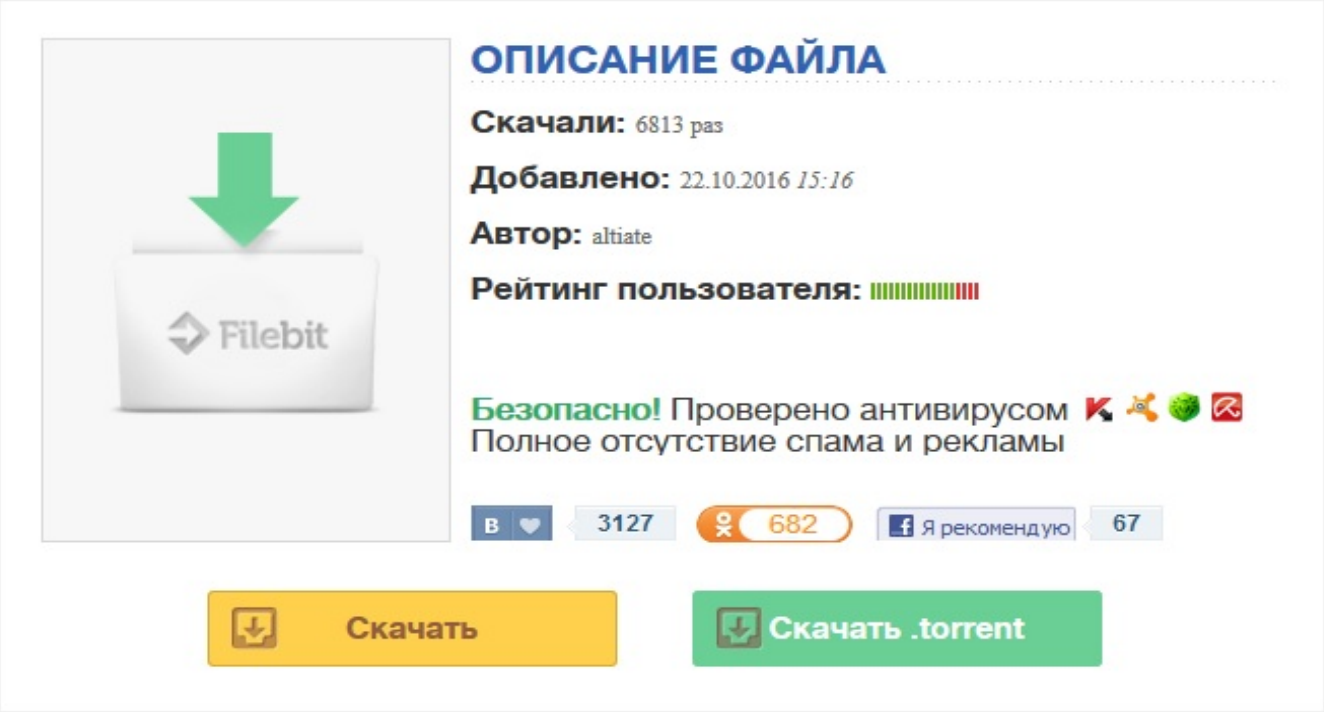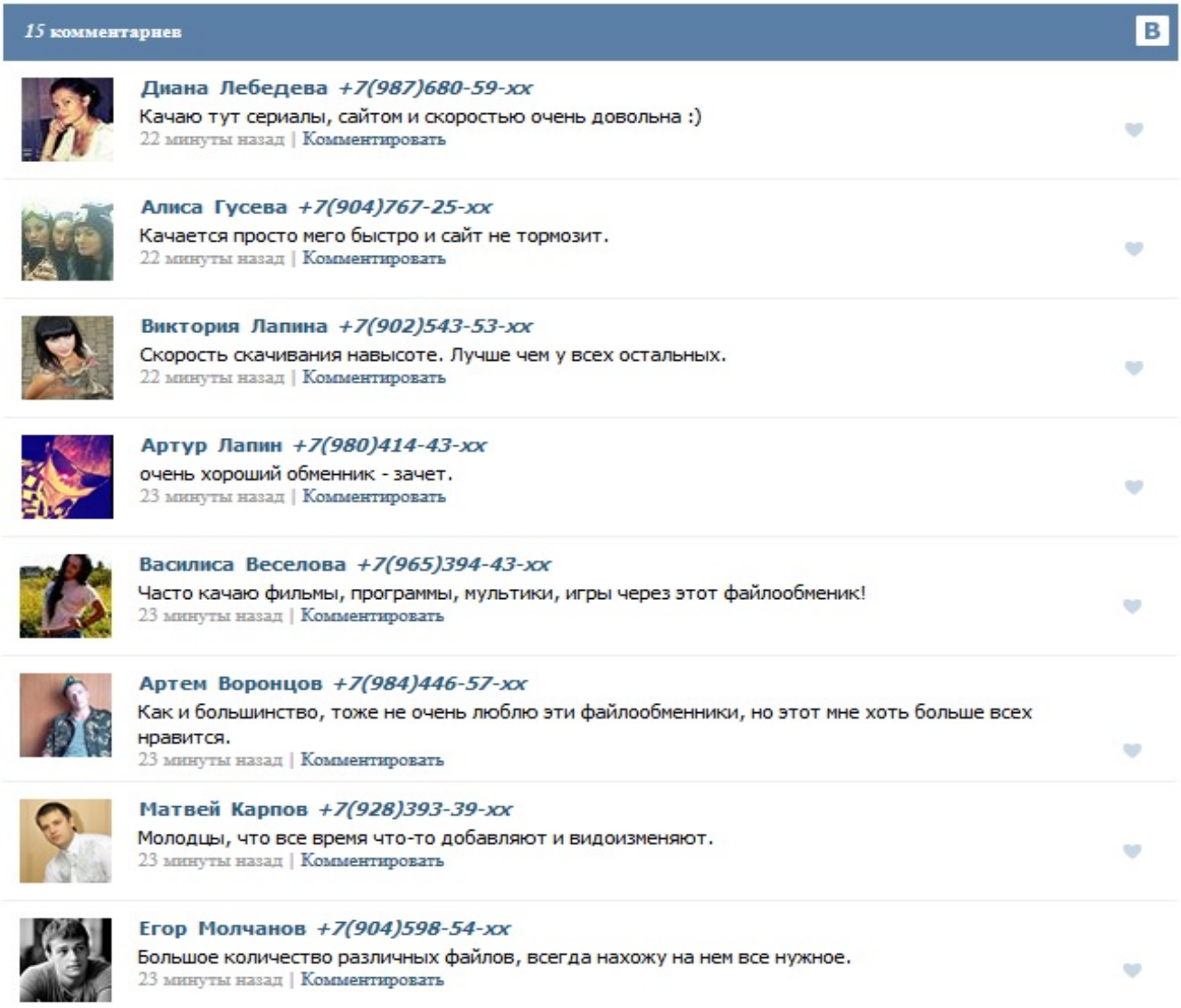бланкждествление личности