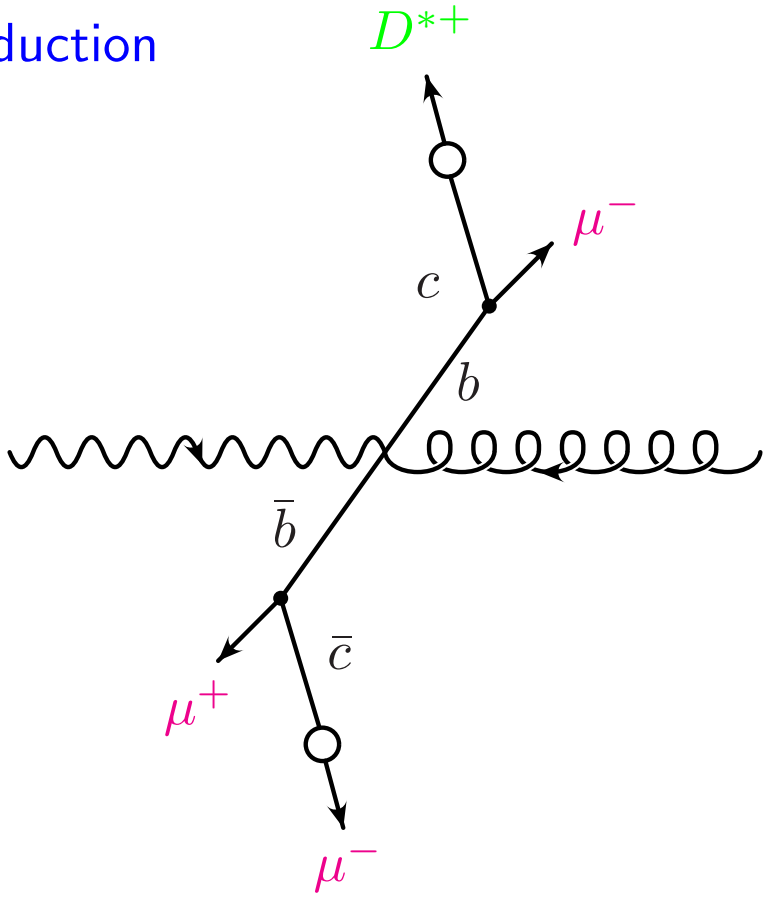Beauty production