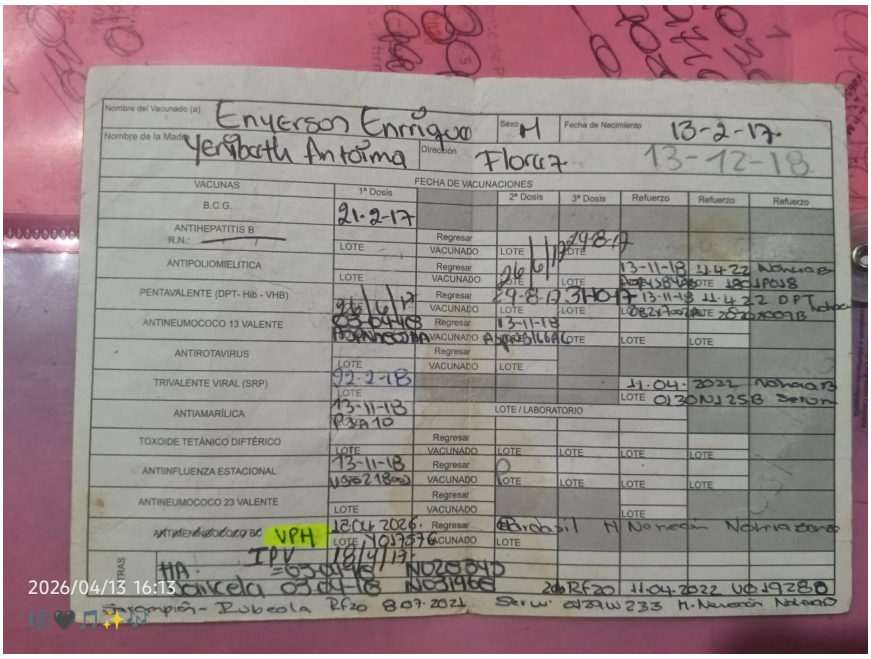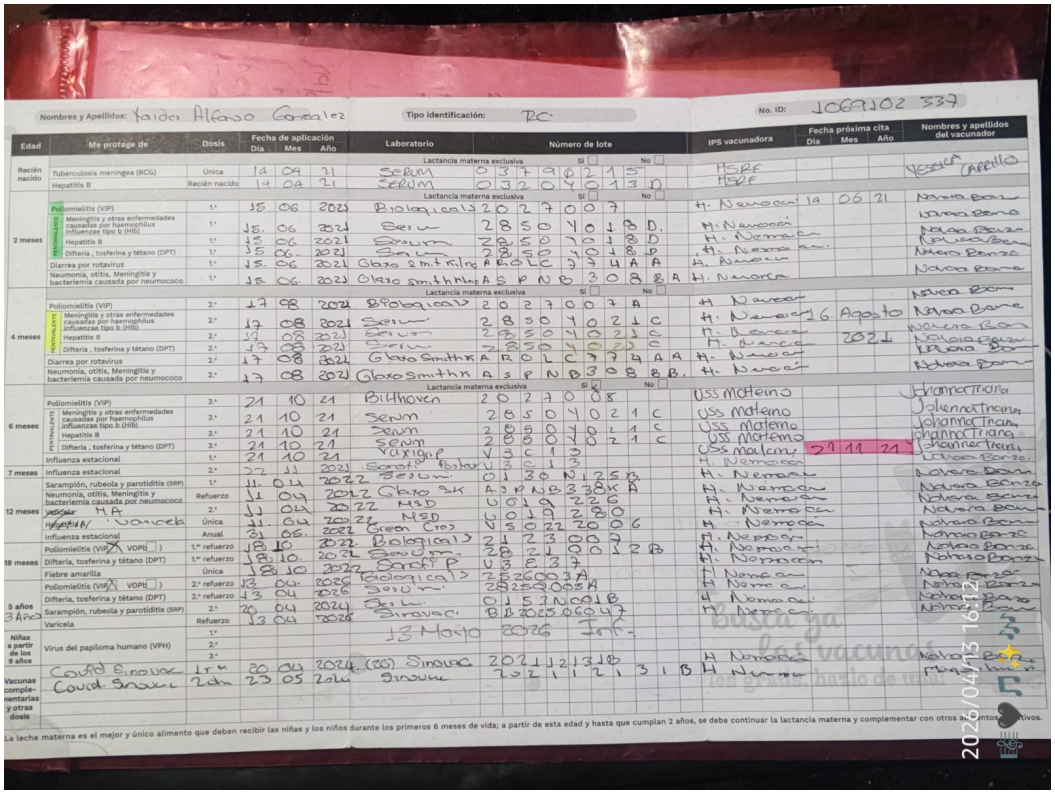EFECTIVIDAD