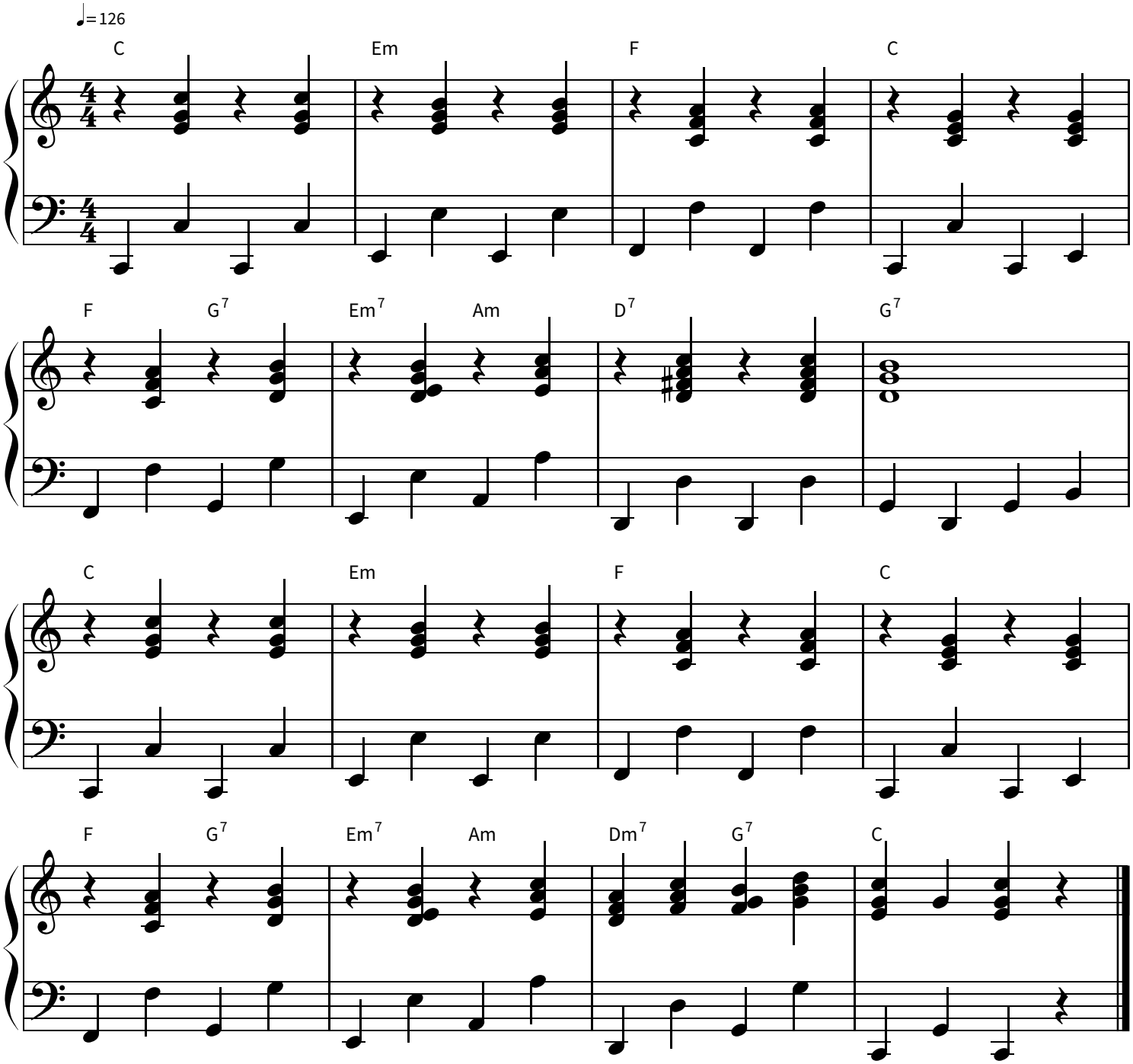パフ