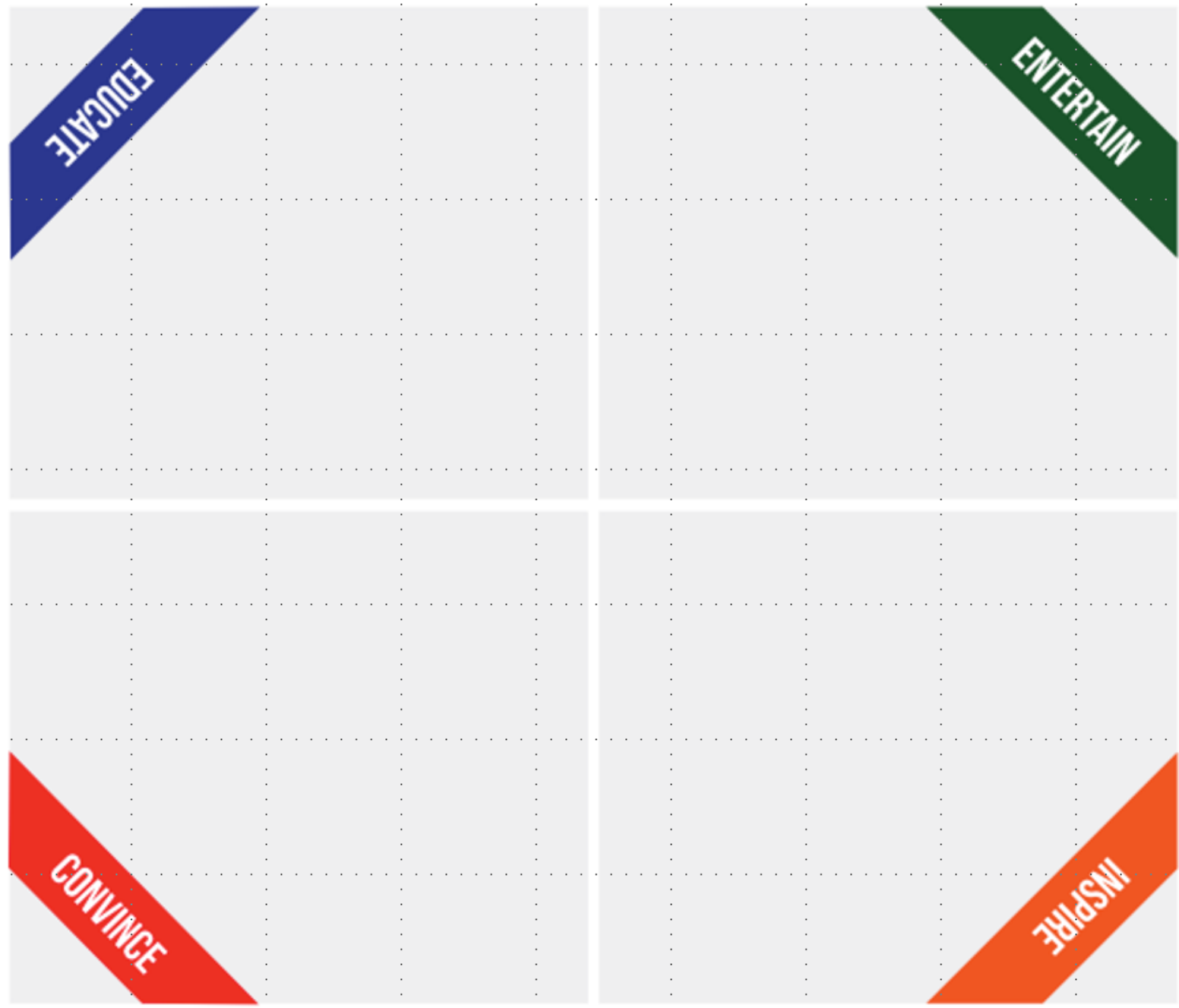


RATIONAL

EMOTIONAL



AWARENESS

PURCHASE