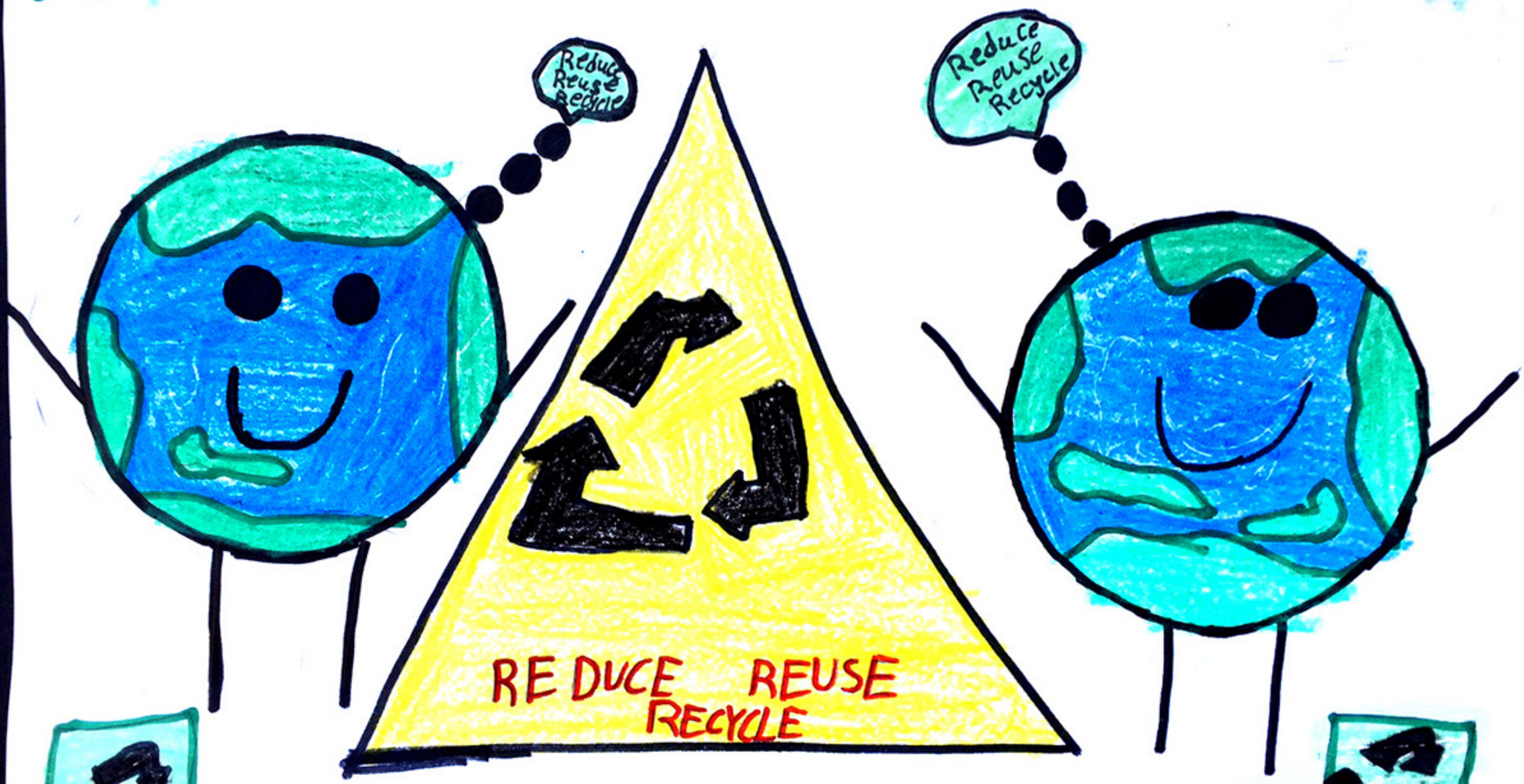REDUCE REUSE RECYCLE