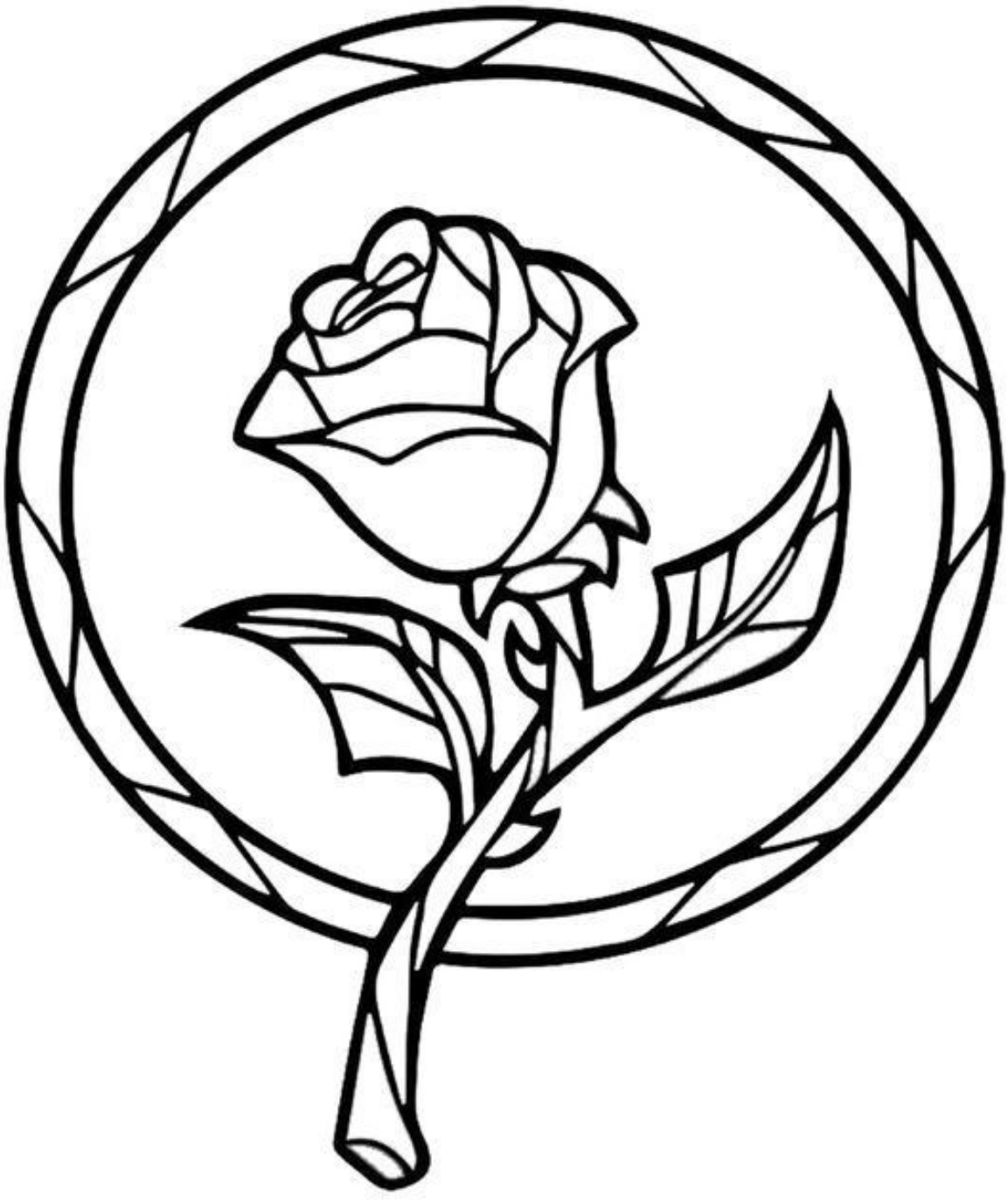BEAUTY AND THE BEAST