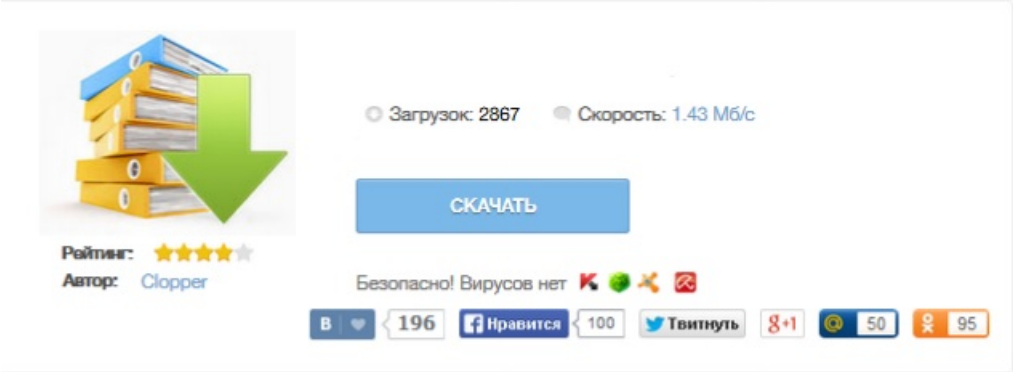лакост бланк белый мужской