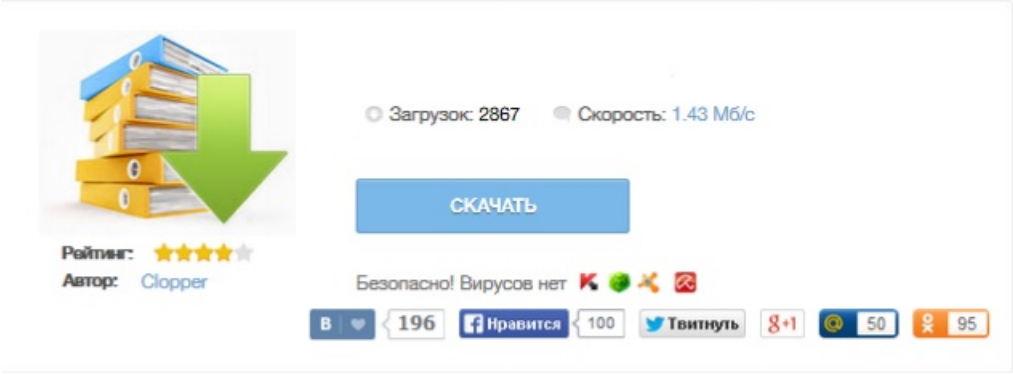пур бланка эйвон женские