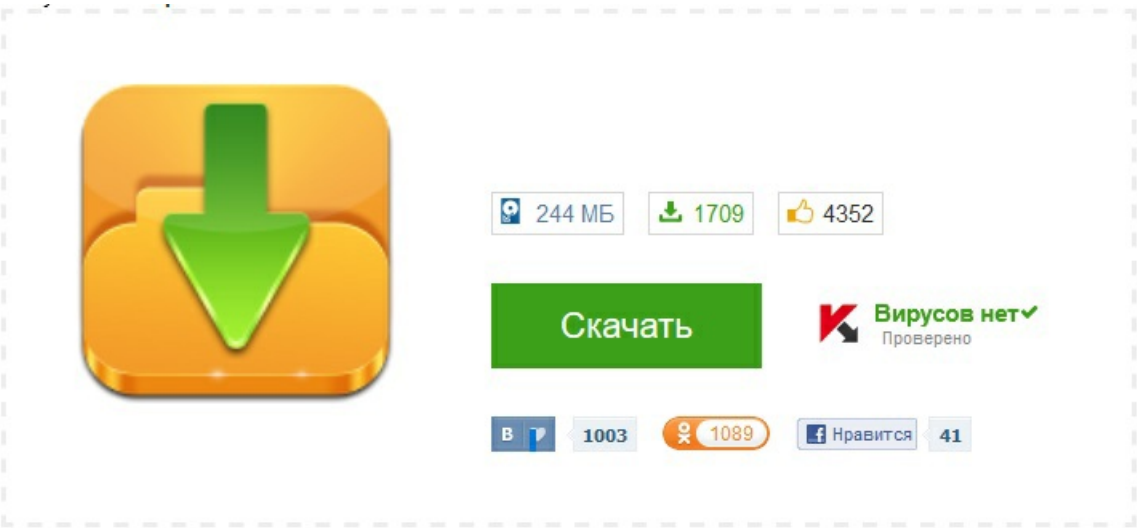пур бланка блаш эйвон цена