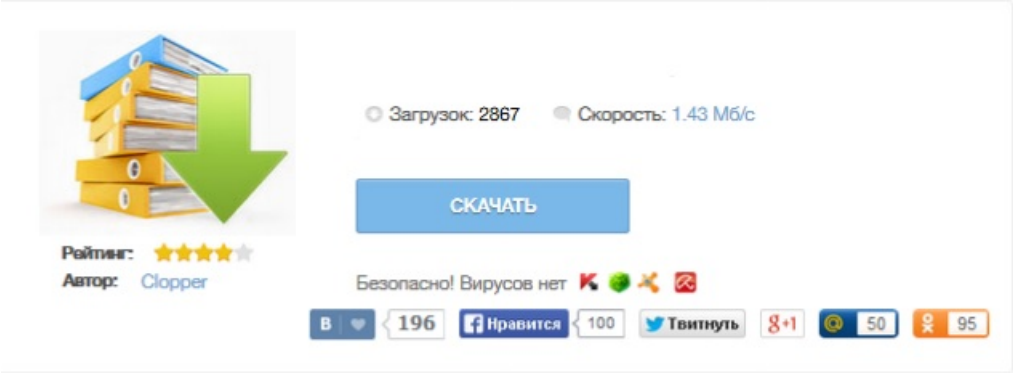пур бланка розовая эйвон описание