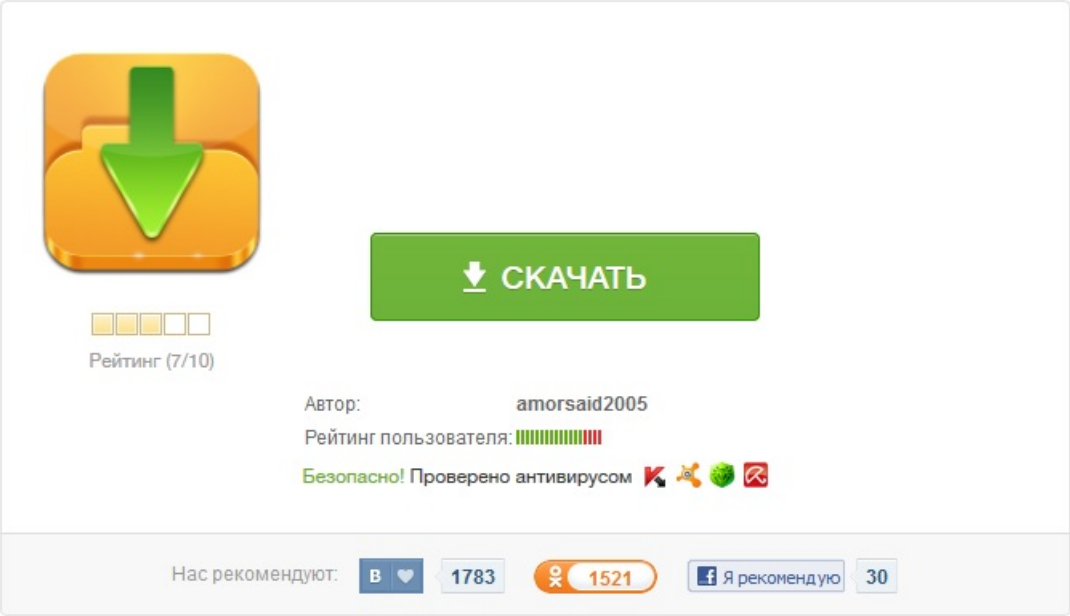пур бланка розовая код