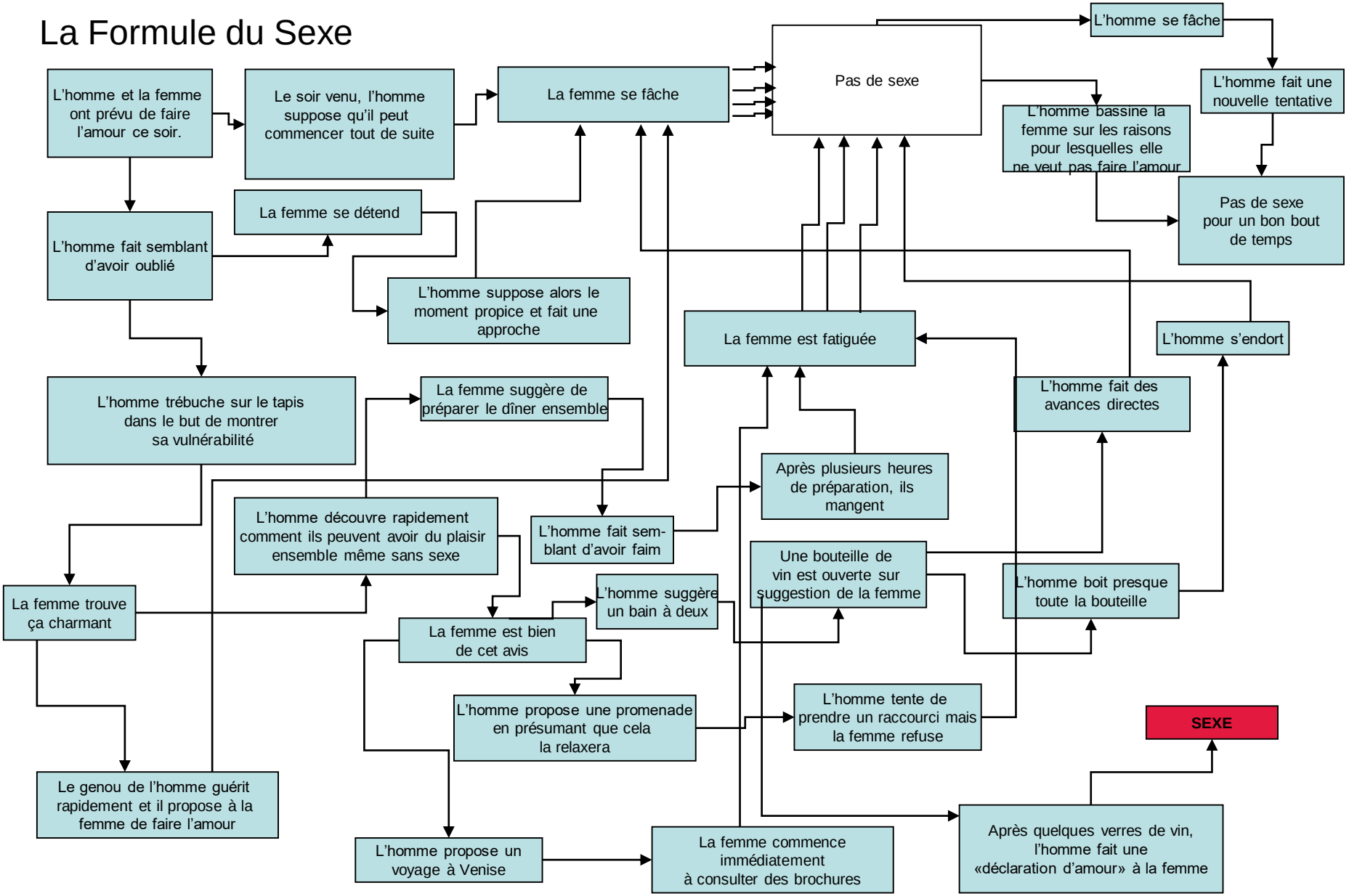La Formule du Sexe