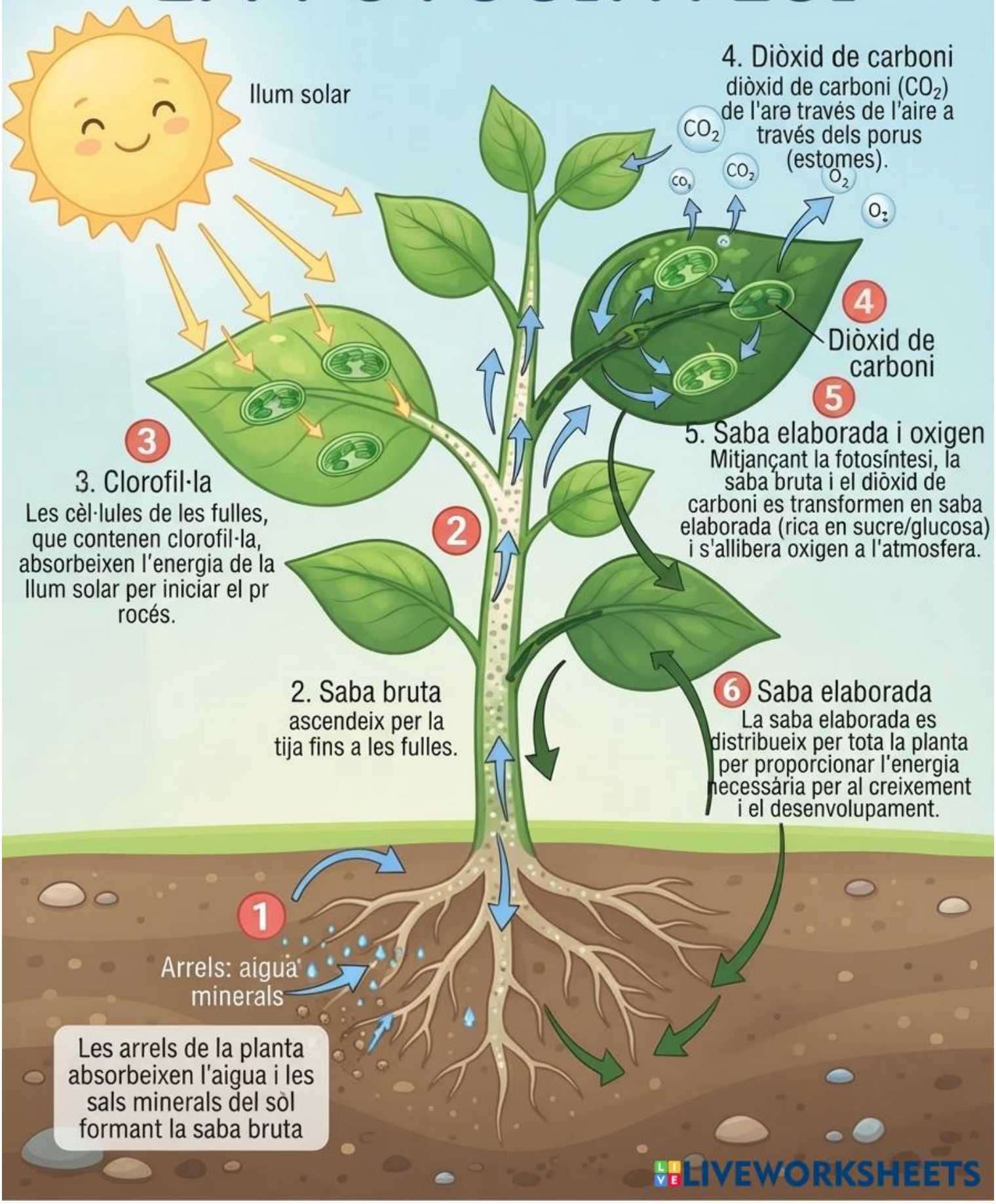LA FOTOSÍNTESI