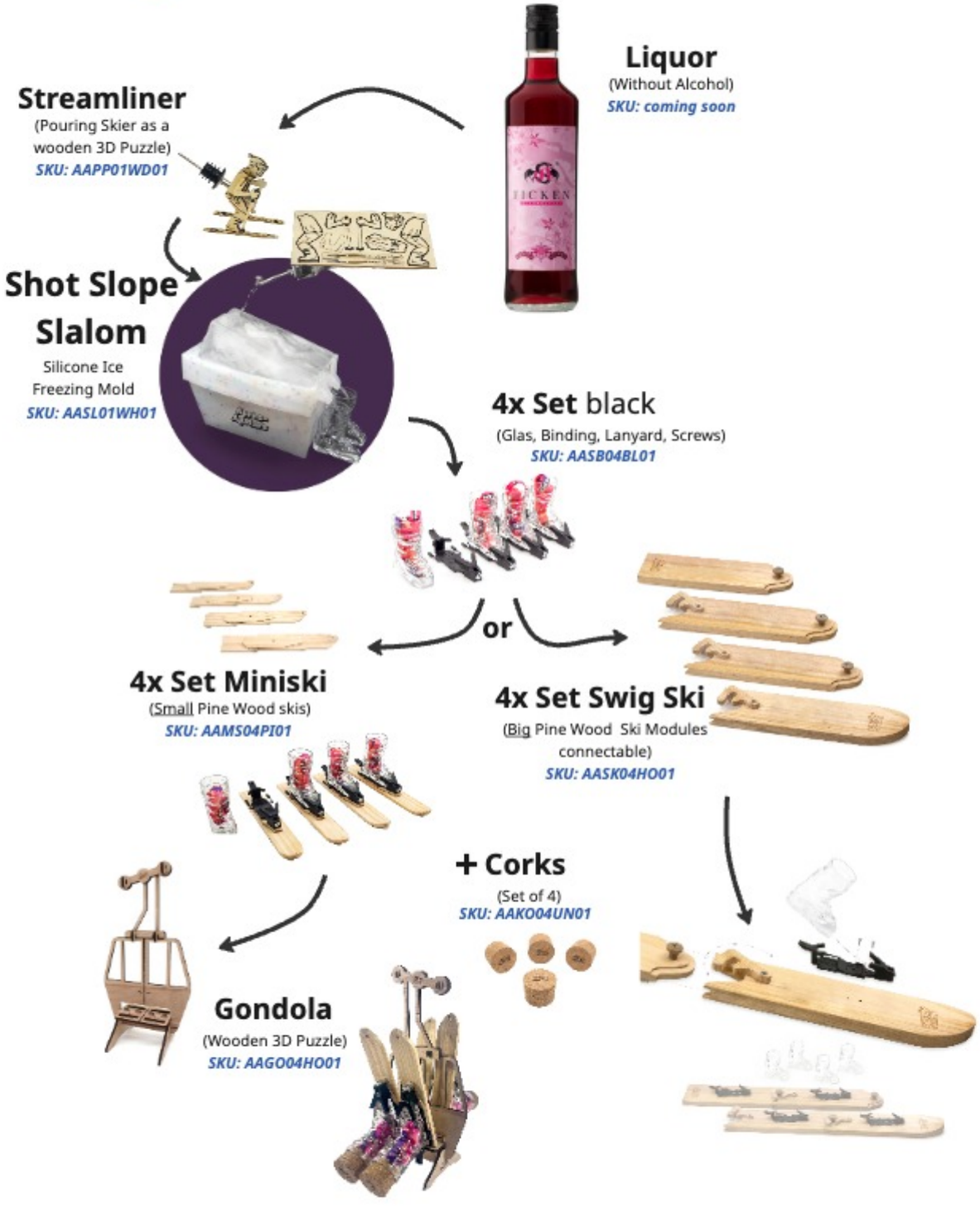Product Journey