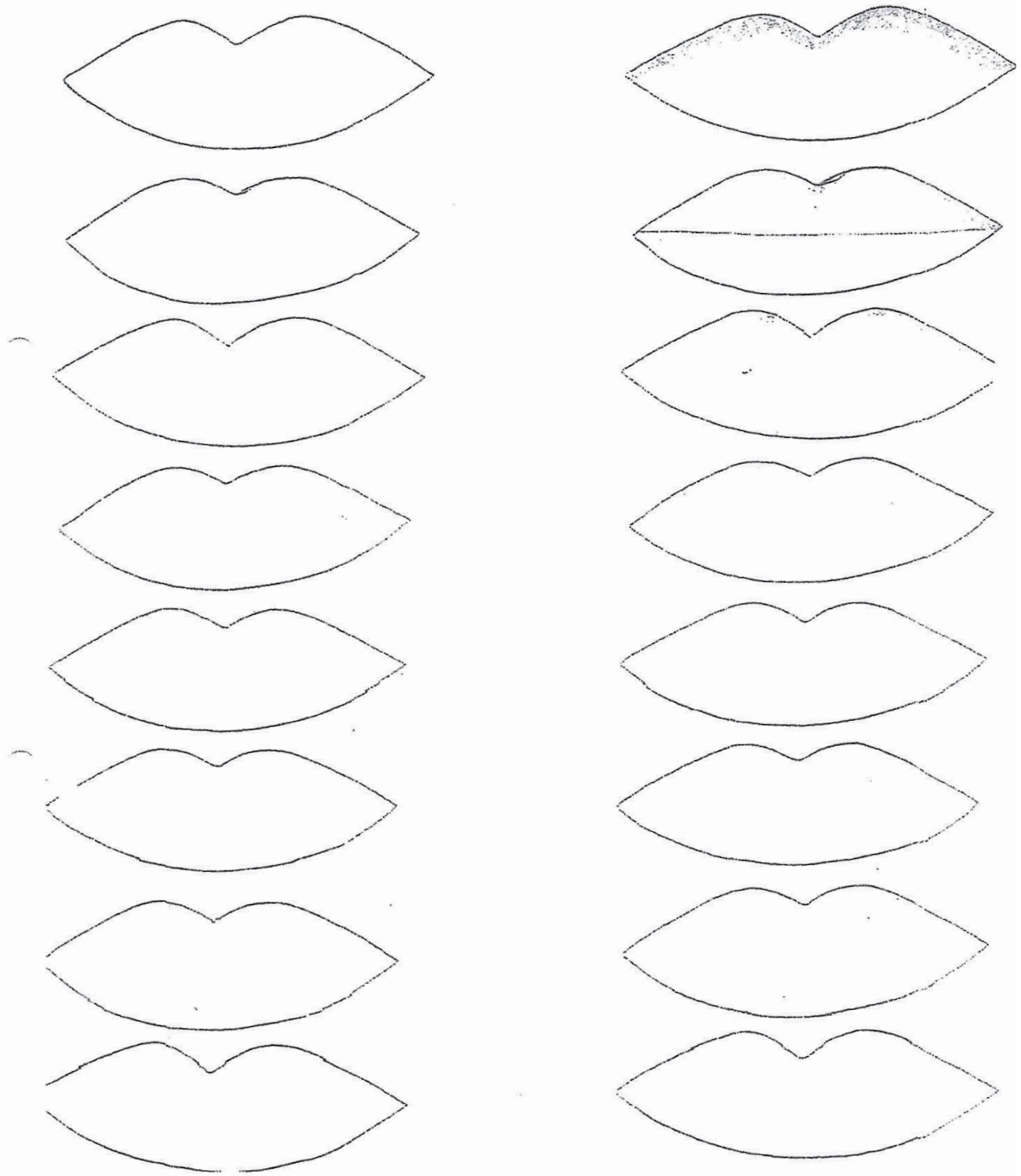Lippenschattierung