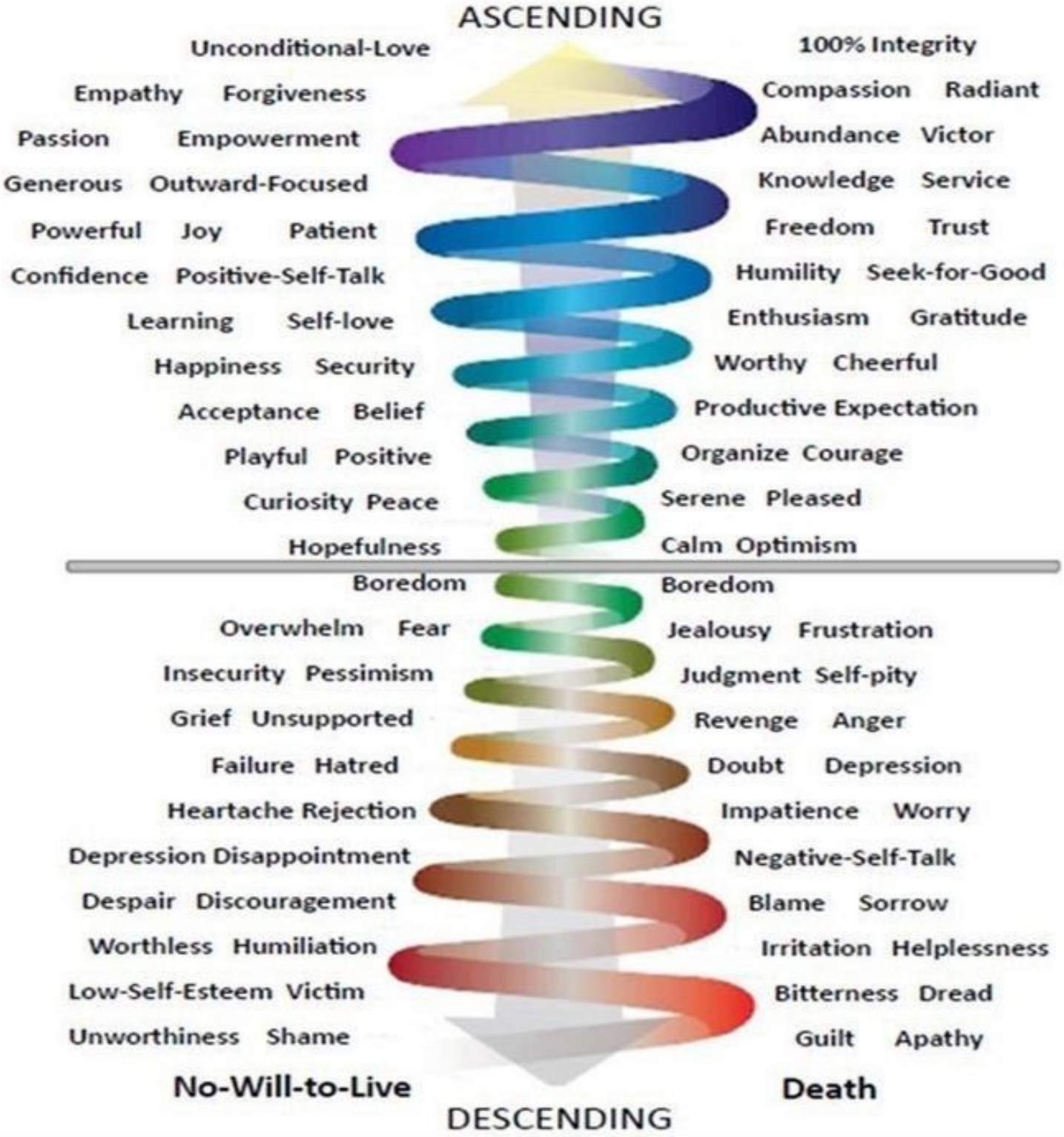EMOTIONAL SPIRAL