THINK TWICE.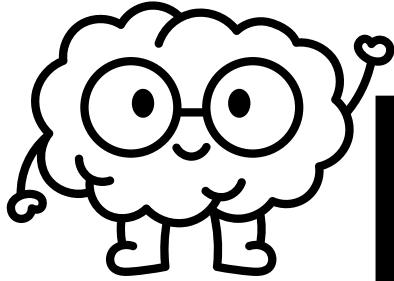 LEAD ONCE.