

# Saaf

PURE SKINCARE



In a perfect world, all skincare would be like this: Formulated with the finest pure organic ingredients that are cold-pressed and steam-distilled, and remarkably effective. Deeply protective, Saaf -meaning "Pure" - is a premium skincare range designed to offer you the very best that nature has to offer. Completely natural and organic, each Saaf product contains only the finest of nature's skin-supporting ingredients, which are scientifically researched worldwide to confirm that they are amongst the most potent natural anti-oxidants and anti-agers. No synthetic perfumes, no synthetic coloring, no alcohol and certainly no synthetic additives. This level of purity supports your skin's natural functions for its ideal balance and your beautiful glow.

Dr. Mah Hussein-Gambles who is a Homeopath, Pharmacologist, Founder and Formulator of Saaf Pure Skincare, uses the finest materials scientifically shown to help boost the immune system, with anti-inflammatory and natural anti-fungal properties. These organic ingredients also provide the highest levels of natural anti-oxidants, vitamins, minerals and Omega 3, 6 & 9 found in nature. Dr.Mah explains: "If up to 60% of what we put on our skin is absorbed into the body, why not use this to your advantage and feed your skin with healthy and beneficial organic oils?" Saaf is made exclusively from the very best organic ingredients that Mother Nature has to offer, it is 100% Natural, vegetarian, alcohol-free, non-irradiated, free from Genetically Modified Organisms (GMOs), and it is never tested on animals.

"Without sacrificing the luxury in cosmetic products, we may live more responsibly... Saaf combines high quality Skin Care with respect for the environment." These wonderful formulations are highly concentrated and therapeutic, offering you a blend of rare organic cold-pressed botanicals and finest quality steam distilled organic essential oils, all with scientifically proven healing properties. This high-achieving skincare helps even out irregular skin tone and it helps reduce fine lines and wrinkles. while protecting skin against environmental damage, and provides maximum moisture where needed. It also protects skin against environmental damage and provides maximum moisture where needed. It is appropriate for men, women, babies and those with skin sensitivities. Safe for use during pregnancy.

## ORGANIC COMPLEXION BOOSTING SERUM

### Key benefits



Improves skin-tone & texture for normal/oily skin. Purifying and sebum-regulating botanicals (lemongrass and juniper berry) encourage the disappearance of blemishes, help to balance oily skin, clear breakouts, and improve skin tone and texture. Saaf's Organic Complexion Boosting Serum is highly absorbent, with purifying, clarifying, cold pressed ingredients. Used regularly, these sebum-regulating ingredients encourage the disappearance of blemishes. And as a beautiful bonus, anti-inflammatory Black Seed Oil also helps skin resist the ageing process, natural Vitamin E promotes soft and supple skin, Jojoba imparts a soft velvety quality to the skin and cold pressed Rosehip Seed Oil helps to reduce pigmentation by promoting healthy skin renewal. Expect the skin to present noticeable improvement in both texture and appearance. Helps skin feel hydrated, look clearer, brighter, glowing.

### Conditions:

Detox for congested skin  
Oily and acne prone skin conditions  
Dull skin  
Hyper Pigmentation

### Directions:

Apply a couple of drops to cleansed face and neck, morning and evening. Leave to penetrate into the skin for a few minutes, if necessary blot off any excess with a tissue.

### Ingredients

- Cold pressed Safflower Oil is easily absorbed by the skin, has superior skin compatibility, and soothes skin irritations. It increases moisture content and is particularly good for sensitive skin.
- Anti-Inflammatory Black Seed Oil is rich in volatile oils including nigellone and thymochinone, both responsible for its anti-histamine, anti-oxidant, and anti-infective effect.
- Natural Vitamin E promotes soft and supple skin, helps to reduce old scars and promotes healing.
- Cold pressed Rosehip Seed Oil helps to reduce pigmentation by promoting healthy skin renewal.
- Steam distilled essential oils of Lemongrass and Juniper Berry help to shrink open pores and control excessive oiliness.
- Cold pressed Jojoba Oil comes closest to the skin's actual sebum; it is a perfect cleansing oil, gently melting and removing make-up and dirt. It also softens, protects, and helps retain moisture, leaving the skin feeling nourished, with a soft, velvety quality.

30ml Price: €42

### REVIEWS

"So many people have commented on how much clearer my skin looks since using Complexion Boosting Serum. It's also made my skin much softer, and the dark pigmentation patches on my face have started to fade. I would never have believed that using oil on oily skin would have such a beneficial effect." AS, London

## ORGANIC ULTIMATE MOISTURE FACE SERUM

### Key Benefits



This ultra-rich serum is highly recommended for dry skin, prematurely ageing, sun damaged skin, and rosacea. It is a beauty-boosting blend with a high percentage of anti-oxidant rich Pomegranate Seed, together with natural Vitamin E, which enhances the effectiveness of this rare oil. Rosehip Seed Oil, effective as an aid to skin regeneration, helps to boost levels of collagen and elastin, so helping to create the appearance of smoother, firmer skin. Cold pressed Safflower Oil also helps to soothe skin irritation and increases the moisture content of the skin. Repeated use will help restore skin suppleness, diminish pigmentation, even-out skin tone. Lightly fragranced with calming, skin balancing Ylang-ylang and Geranium. Makes a superb night or daytime skin rejuvenation treatment. Fabulous.

### Conditions:

Rich moisturizer for dry mature and sagging skin  
Prematurely ageing skin  
Sun damage  
Rosacea

### Directions

Apply a couple of drops to cleansed face and neck morning and evening. Leave to penetrate for a few minutes. If necessary, blot off any excess with a tissue.

### Ingredients

- Cold pressed Pomegranate Seed Oil helps boost skin restoration, improve elasticity of the skin, has anti-oxidant properties, and helps with the production of collagen to aid reversing the damage caused by sun exposure. It is also the highest known source of gamma-tocopherol and polyphenols.
- Contains natural vitamin E.
- Cold pressed Rosehip Seed Oil is a nature based skin lightener - also scientifically proven to reduce the appearance of old scars and blemishes. It is a rich source of essential fatty acids and has a high concentration of natural vitamin A and bio-available Vitamin C.
- Lightly fragranced with calming and skin balancing organic Ylang-ylang and Egyptian Geranium.
- Cold pressed Safflower Oil is easily absorbed by the skin, has superior skin compatibility, and soothes skin irritations. It increases moisture content and is particularly good for sensitive skin.

30ml Price: €42

### REVIEWS

"With a few drops daily of the Face Serum, the age spots have greatly improved..." HP Yorkshire

## ORGANIC PURE FACE CLEANSER



### Key Benefits

Purifying, for all skin types. A luxurious blend of skin-enhancing and cleansing natural ingredients, in an ultra-gentle formulation which effectively removes the environmental pollutants our skin is subjected to every day - makeup, smoke, dust and dirt. A rich and rewarding cleanser, formulated with skin softening Jojoba Oil, Shea Butter, well known for improving skin's elasticity and Olive Oil for its regenerating power on the skin tissue and its ability to regulate the natural moisturising system of the skin. Also contains natural Vitamin E, Lavender, skin-harmonising Geranium and Grapefruit Peel Oil to soothe and nurture all skin types. Makes skin sparkling-clean, rich in the oils skin needs to restore natural moisture balance.

### Conditions:

Congested skin  
Dry skin

### Directions

For sparkling-clean skin, smooth gently onto face. Wipe off with a face cloth soaked in warm water. Will also gently lift off eye make-up (if cleanser gets into eyes, rinse well with warm water).

### Ingredients

- Cold pressed Jojoba Oil comes closest to the skin's actual sebum; it is a perfect cleansing oil, gently melting and removing make-up and dirt. It also softens, protects, and helps retain moisture, leaving the skin feeling nourished, with a soft, velvety quality.
- Cold pressed Safflower Oil has superior skin compatibility, and soothes skin irritations. It increases the moisture content of the skin and is particularly good for sensitive skin.
- Cold pressed Olive Oil is well known for its regenerating power on the skin tissue and its ability to regulate the natural moisturizing system of the skin. It is also excellent at binding to impurities (make-up, dust) so the skin can be both gently and thoroughly cleansed. Its deeply cleansing abilities have long been recognized – in Ancient Rome, it was used by Gladiators as an essential part of their Sauna routine.
- Shea Butter has superior moisturising ability. Its anti aging/anti wrinkle and cell regeneration properties also help to fade scars.
- Natural Vitamin E promotes soft and supple skin, helps in reducing old scars and promotes healing.
- Purifying and pore cleansing steam distilled essential oils of Lavender and Grapefruit Peel Oil also help to calm and normalise all skin types.

35g Price: €35

### REVIEW

"The cleanser is amazing. Have never ever tried anything like it. Am astonished. Leaves skin feeling like you've had a facial. What an excellent product. I think I am about to experience Brand Loyalty Change!"  
Nikki Bayley – Freelance Journalist and Broadcaster.

## ORGANIC HYDRATING FACE & LIP BALM



### Key Benefits

Ultra hydration for extremely dry skin & lips. Optimum moisturising formula provides instant, welcome relief. Helps calm dry, irritated skin. Contains steam-distilled essential oils of Lavender, Chamomile, Geranium, natural Vitamin E, and anti-irritant Black Seed Oil. Together, this impressive formulation helps repair damaged skin, reducing the appearance of old scars and blemishes, and restores moisture to dry and mature skin. This impressive formulation also contains cold pressed Rosehip Seed Oil, effective as an aid to

regeneration, and to boost levels of collagen and elastin. So helping to create the appearance of smoother, firmer skin. It has also been shown to help reduce pigmentation and raised scar tissue by promoting healthy skin renewal.

These powerful natural ingredients have been specifically blended to promote skin suppleness, creating smoother, younger looking skin.

Use as a face moisturiser for very dry, dehydrated skin and lips, and as an instant treatment for patchy eczema on the face. Perfect.

### Conditions:

Very dry skin

Skin prone to eczema

Irritated skin

### Directions

Use as a face moisturiser twice daily, or to bring instant moisturising relief as needed.

### Ingredients

- Cold pressed Rosehip Seed Oil has been shown to aid cell regeneration, boost levels of collagen and elastin, to create smoother, firmer skin. It also helps to reduce pigmentation and raised scar tissue by promoting healthy skin renewal - it is even effective on old scars
- Cold pressed Black Seed Oil is composed of over 100 valuable components, including essential fatty acids (Omega 3 and Omega 6), vitamins A, B, B1, B2, C and niacin as well as minerals such as calcium, potassium, iron, magnesium, selenium and zinc. Skin research shows that Black Seed Oil helps skin resist the ageing process through the presence of a water-retentive protein. Taken internally or externally, it can help reverse the effect of sun damage on delicate skin, and rejuvenate tired looking, older skin.
- Cold pressed Safflower Oil is easily absorbed by the skin due to its high linoleic acid content, has superior skin compatibility and soothes skin irritations. It increases the moisture content of the skin and is particularly good for sensitive skin.
- Subtly fragranced with a skin calming blend of steam distilled Egyptian Geranium, Chamomile and Lavender.

15g Price: €21

### REVIEWS

'I go sailing whenever I can, and this makes my skin very wind-chapped and dehydrated. I've started using your Face & Lip Balm, and wanted to let you know how fantastic it is. It really puts the moisture back in, better than anything else I've tried.' EM Sussex

## ORGANIC SUPER HYDRATING BODY BALM



### Key Benefits

Ultra moisturising, for extremely dry, thirsty skin. This luxuriously rich, all-weather moisturising barrier simply loves to lavish care and attention on dry or prematurely ageing skin. Natural lipids, essential fatty acids (rich in GLA) natural Vitamin E and special anti-irritant ingredients help soothe and repair the skin barrier. It combines a brilliant blend of protective and nourishing cold pressed healing botanicals and organic beeswax, helping to combat intense dryness. Contains anti-inflammatory Black Seed Oil, soothing Safflower, skin regenerating Shea Butter, and natural Vitamin E. Organic Mandarin, Lavender, Patchouli, Ylang-ylang and Clove create a sensual, spicy, citrus fragrance. Distinctive and delicious. Its anti-oxidant rich botanicals also help restore suppleness and elasticity to the skin. Rich in Omega 3, 6 and 9 oils, it soothes and rehydrates - teams up beautifully with Pure Shower Gel. Indulge.

### Conditions:

Extremely dry skin  
Flaky/Itchy skin  
Relaxing

### Directions

Smooth all over your body daily. Use liberally on extra-dry areas, such as elbows, knees.

### Ingredients

- Cold pressed Safflower Oil has superior skin compatibility, and helps soothe skin irritations. It increases the moisture content of the skin and is particularly good for sensitive skin.
- Anti-Inflammatory Black Seed Oil can help reverse the effect of sun damage on delicate skin, and rejuvenate tired-looking, dry and damaged skin.
- Cold pressed Sesame Oil's chemical structure gives it a unique ability to penetrate the skin easily, nourishing and detoxifying even the deepest tissue layers. It has exceptional moisturising properties.
- Organic Beeswax helps soften and soothe dry irritated skin.

125g Price: €47

### REVIEWS

'My skin has noticeably improved since using your Body Balm and was actually commented on by a cosmetic sales person. My nails have also improved, no breakages or split nails despite hours of gardening.' MG Scotland

## ORGANIC ERASER BODY OIL



### Key Benefits

Nature's correction fluid in a bottle, all skin types. This impressive toning and smoothing oil is a skin-saving formulation containing a high percentage of effective cold pressed Rosehip Seed Oil (known to help reduce pigmentation and the appearance of raised scar tissue). It also contains Safflower Oil, perfect for sensitive skin as it soothes skin irritations whilst increasing the moisture content of the skin. Fortified with natural Vitamin E and Mandarin Extract, to help keep skin supple and smooth. And in helping to promote healthy skin renewal, it can also help guard against future scarring. Rich in the traditional healing ingredients which help calm irritated and itchy skin. Protects skin from free radicals, and helps boost collagen matrix thanks to its anti-oxidant rich botanicals. Brilliant.

### Conditions:

Stretch Marks  
Hyper Pigmentation  
Old Scars  
Post sun-tan use

### Directions

Apply liberally onto your body, smooth in.

### Ingredients

- Cold pressed Rosehip Seed Oil helps to reduce pigmentation and raised scar tissue by promoting healthy skin renewal - it is effective even on old scars
- Cold Pressed Safflower Oil is easily absorbed by the skin, has superior skin compatibility, and soothes skin irritations. It increases the moisture content of the skin and is particularly good for sensitive skin
- Natural Vitamin E known to be a powerful anti-oxidant that can 'mop up' free radicals and help to decelerate the signs of ageing, also aids and promotes soft and supple skin, helps in reducing old scars and promotes healing
- Steam distilled Mandarin Oil is useful for scars, spots and stretch marks.

100ml Price: €47

### REVIEWS

'I started using the Eraser Body Oil twice a day. Within a week my newly formed red stretch marks had gone! And my old stretch marks (from my first pregnancy) started to fade. I have lovely soft skin now and just a nice big bump with no new stretch marks. I can't believe the difference the oil has made. It does exactly what its name suggests....Erases!!!!' AB, Leicester

## PURE SHOWER GEL



### Key Benefits

Cleansing, revitalising, moisturising, for all skin types  
With 92.5% organic ingredients, this is a natural and oh-so-gentle cleansing shower gel. Formulated with a subtle, sophisticated blend of steam distilled organic essential oils, refreshing and moisturising. High in natural glycerin, this luxurious shower gel supports the natural moisture balance of your skin. Organic Mandarin, Lavender, Patchouli, Ylang-ylang and Clove create a sensual, spicy, citrus fragrance. Teams up beautifully with Organic Super Hydrating Body Balm. Indulge.

### Conditions

Dry and irritated skin conditions  
Sensitive skin  
Skin prone to eczema  
Dry hair and scalp conditions

### Directions

Lather over skin with hand or sponge using small amount as it is concentrated. Expect light lather. Rinse well.

### Ingredients

- Plant derived, gentle cleansers and natural glycerine help soothe dry skin and increase the moisture content of the skin.
- Natural Betaine (derived from sugar beet) has been clinically shown to protect the skin against chemical injury and increases moisturising effect on the skin. It also improves skin elasticity.

200ml Price: €15

### REVIEWS

'I have been using your organic shower gel regularly now and my skin not only feels great, but also looks so much healthier! It leaves my skin soft, hydrated and truly refreshed. A really great product.' JG Leeds

## ORGANIC ENRICHING HAIR OIL

### Key Benefits



Protect, condition, strengthen, shine, all hair types. This is a unique hair-tonic formulation, containing Mustard Seed, high in selenium and zinc (lack of which has been linked to hair loss), nourishing Sesame (iron and phosphorus rich), toning Neem extract and natural Vitamin E. Made highly effective by the moisturising and restructuring properties of organic cold pressed oils. Minimises the appearance of split ends and fine, flyaway hair. Blended with steam distilled Rosemary (to combat dandruff and greasy hair), Bay Leaf (traditionally used for boosting hair growth) and Ylang-ylang, known to have a stimulating effect on the scalp. A hair tonic formulated to help restore a healthy, lustrous look.

### Conditions

Dry/Itchy scalp conditions  
Fine fly away hair  
First signs of hair loss

### Directions

Use a small amount for daily conditioning or massage into scalp twice a week as a deep penetrating treatment. Suitable for use on all hair types including Afro-Caribbean. For best results massage into scalp, wrap in warm towel for 20 minutes or leave over night. Wash and dry as usual.

### Ingredients

- Cold pressed Sesame Oil is highly recommended within Ayurvedic medicine as its chemical structure gives it a unique ability to penetrate the scalp easily. It also contains iron and phosphorus and is believed to be effective in delaying greying of the hair
- Cold pressed Mustard Seed Oil is excellent as a hair tonic, and helps stimulate the scalp, and promotes hair growth. It contains high levels of selenium and zinc (lack of which has been linked to hair loss)
- Cold pressed Neem Oil has excellent moisturising, regenerative and restructuring properties. Its anti-bacterial, anti-viral, anti-inflammatory and fungicidal properties make it perfect for itchy, dry hair and scalp conditions. It helps restore body and shine to dry, damaged and delicate hair and helps mend the appearance of split ends
- Steam distilled Bay Leaf has been traditionally used for boosting hair growth
- Steam distilled Rosemary Oil is used in hair preparations for dandruff, dry scalp conditions and greasy hair. It helps promote hair growth and stimulate the scalp
- Steam distilled Ylang-ylang is known to have a stimulating effect on the scalp, encouraging hair growth

100ml Price: €37

### REVIEWS

'I wanted to tell you your new hair oil is excellent. My hair used to fall out a lot, but since using your product regularly, my hair has gradually stopped falling out. I would be grateful if you could also recommend a good shampoo as my scalp is as sensitive as my skin. Kindest regards' MA Manchester.

## ORGANIC FOOT SOFTENING BALM



Ultimate Hydration Treat for Feet. An intensively hydrating optimum-moisture treatment which helps soothe and revitalise rough, dry, chapped feet. Softens and beautifies them overnight. This deeply penetrating balm is enriched with Cocoa Butter (excellent skin protecting and antioxidant characteristics), skin softening Beeswax, skin regenerating Olive Oil and natural Vitamin E for super-softness. Black Seed Oil, nature's anti-irritant, to soothe tired, aching, or damaged feet. Neem, Rosemary and Lemon Myrtle to provide a

powerful anti-fungal, anti-viral, soothing effect. A foot food that helps smooth and soften and provides a protective barrier to help prevent dryness. Lovely.

### Conditions

Dry cracked heels

Athlete's foot / Fungal infections

Eczema

### Directions

- Apply to cleansed feet before bedtime – wake up with baby-soft, rejuvenated feet. For cracked heels, apply a generous layer and wear cotton socks overnight.

### Ingredients

- Organic Cocoa Butter is particularly good for protecting against the weather and for dry skin as it nourishes, softens, soothes and protects
- Cold pressed Black Seed Oil has potent anti-bacterial and anti-inflammatory properties
- Cold pressed Olive Oil has regenerating power and helps smooth and soften the skin and is great for stimulating and healing the skin by toning up and firming it
- Cold pressed Neem Oil is well documented in Ayurvedic texts for its beneficial effects on skin disorders. Its antibacterial, anti-viral, anti-inflammatory and fungicide properties make it perfect for itchy, dry skin conditions
- Natural Vitamin E promotes soft and supple skin, helps in reducing old scars and promotes healing
- Scientific studies show Lemon Myrtle to be a potent anti-bacterial, anti-fungal and anti-viral agent, more powerful than Tea Tree Oil.
- Steam distilled Rosemary Oil helps in stimulating circulation and with varicose veins

35g Price: €27

### REVIEWS

'I do a lot of exercise and run around all day in stilettos, neglecting my feet. I hate the way hard skin looks dry and unattractive when I wear summer sandals, so this year I have been using your Foot Softening Balm. What a difference! They're so much softer now and look elegant and well-groomed. A great product, and yes, I can definitely see why you call it a treat for feet.' JCR East Sussex

## SAAF INGREDIENTS

Each Saaf product contains only the finest of nature's skin-supporting ingredients – scientifically researched worldwide to confirm that they are amongst the most potent natural anti-oxidants and anti-agers. Rich in Gamma-linolenic Acids (GLA), Omega 3, 6 and 9 as well as a very high proportion of Natural Vitamin E, and organic cold pressed botanicals, containing high levels of natural Vitamins, minerals and anti-oxidants known to mankind. All of these help skin cells to regenerate, therefore, making them ideal ingredients for use in products which help reduce wrinkles and for dry, damaged or ageing skin.

## FAQ's - FREQUENTLY ASKED QUESTIONS

- How long will it take before I see an improvement in my skin?

Skin tends to regenerate naturally in 4-6 weeks and that is about the time it takes to notice improvements in your skin texture and tone. For best results, use Saaf products regularly and avoid using any other synthetic/harsh products at the same time.

- I have oily skin, do I still need to moisturise?

Understandably, people often think that applying neat oil on greasy or acne prone skin will make matters worse. In fact the opposite is true which is why Saaf recommends its Organic Pure Face Cleanser for all skin types, including oily. Skin dried out by harsh detergent-based face washes and watery moisturisers compensates by producing more sebum and oil. All skin, however oily, needs nurturing with vitamins and natural oils to ensure that it's in the best possible condition. The best formulation for oilier skin types is Complexion Boosting Serum. This light and gentle moisturiser is easily absorbed into the skin, and you only need to use 1-2 drops.

- I'm pregnant, should I be worried about using essential oils?

All our skincare products are safe to use during pregnancy, since we use the finest quality essential oils and very little of it. However, Complexion Boosting Serum contains the essential oil of Juniper Berry, which some aromatherapists believe may be contra-indicated in pregnancy. We use less than 0.2% of Juniper Berry in Complexion Boosting Serum, which Dr Mah developed for personal use during her pregnancy with her twins. For pregnancy we would also recommend using Eraser Body Oil for stretch marks and as a general body moisturizer.

- Your products claim to be alcohol free but some contain Benzyl Alcohol?

Benzyl alcohol is a natural part of essential oil of Ylang Ylang and according to cosmetics Safety Regulations, has to be declared on all packaging. It is not alcohol as in 'beers and spirits' but its scientific name ends in 'alcohol'. It is permissible for use in Halal certified products, as it is a natural constituent of many essential oil such as Rose or Jasmine.

- How do I store Saaf skincare products?

Our products are made with 100% natural ingredients and finest quality cold pressed organic oils. For best results, store them at room temperature, away from direct sunlight and heat.

- What is the shelf life of Saaf products?

All of our products have a shelf life of three - five years if unopened. This has been achieved by using a very high percentage of Natural Vitamin E, which is not only a very powerful anti-oxidant for the skin, but it also extends the shelf life of natural ingredients. When opened and used correctly (assuming lids are replaced properly) typical shelf life is twelve months.

- Why aren't your products 100% organic?

Safe science is important to Saaf and our organic levels are governed by European Cosmetic Safety Regulations as well as a need for long shelf life and product efficacy. We use very high levels of Natural Vitamin E as anti-oxidants in the products for this reason. Natural Vitamin E is not organic certifiable and because of this, our typical organic content is between 95% and 97% organic.

- Do you use perfumes in your products?

Saaf only uses natural essential oils as 'perfume'. Our products are lightly fragranced with steam-distilled essential oils, chosen for their therapeutic effect, and not just for their aromas. Saaf follow the recommendations based on the findings in R. Tisserand and T. Balacs, Essential Oil Safety, A Guide for Health Care Professionals, 1995, and by the Research Institute of Fragrance Materials.

- Why are 'cold pressed' oils better?

Cold pressed means that heat was not used when mechanically processing the oil. Cold pressing not only preserves the natural anti-oxidant properties of the oil, but ensures that it does not spoil and become rancid, which will have a negative effect on its skin healing properties.

For more information, please contact us at [info@organicfusion.eu](mailto:info@organicfusion.eu)

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