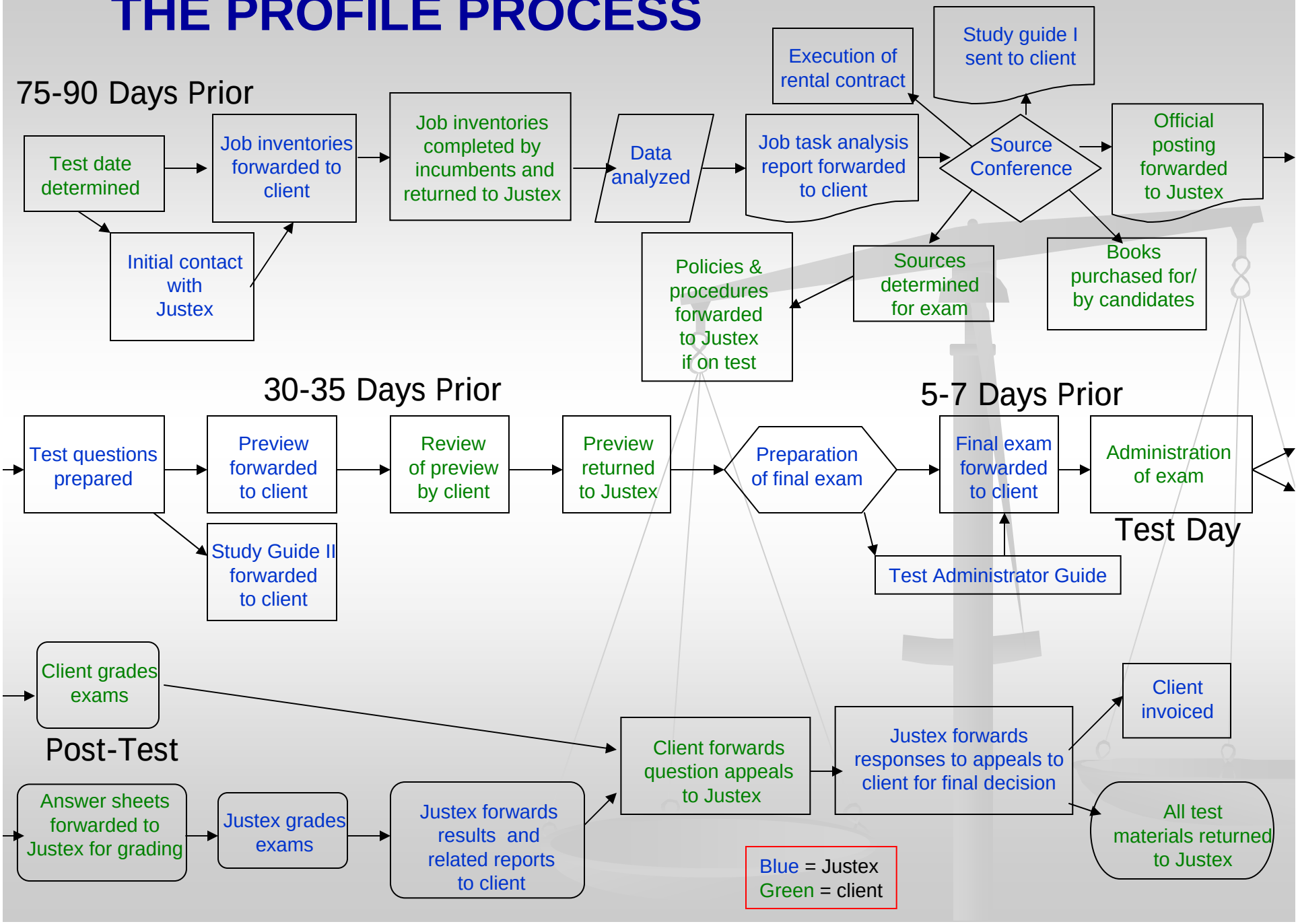THE PROFILE PROCESS