# VSOFT LIFT



# PDO THREADS

The leading aesthetic treatment for skin rejuvenation



### Your Premier PDO Thread Provider

At V Soft Lift, we offer the most extensive and innovative PDO thread portfolio in the industry. We're on a mission to deliver the strongest biostimulatory PDO threads available on the market, so you can provide your clients with the safest, most effective yet non-invasive face lift options. Choose from our wide variety of different types and sizes of threads to meet your individual patient needs.

Our dedicated customer support and clinical team is available to help you integrate PDO threads into your practice and answer any questions you may have.

FDA CLEARED		dermascope  WARDS  WINNER	AAFE  AMERICAN ACADEMY  OF FACIAL ESTHETICS
FDA-Cleared as a Class II Medical Device with 510K certification	CE Medical Device certified	Dermascope Award Winner	ACCME & ADA CERP Certification Courses

#### WHAT ARE PDO THREADS

PDO threads are a minimally invasive, non-surgical aesthetic treatment that tightens skin and improves overall texture and tone.

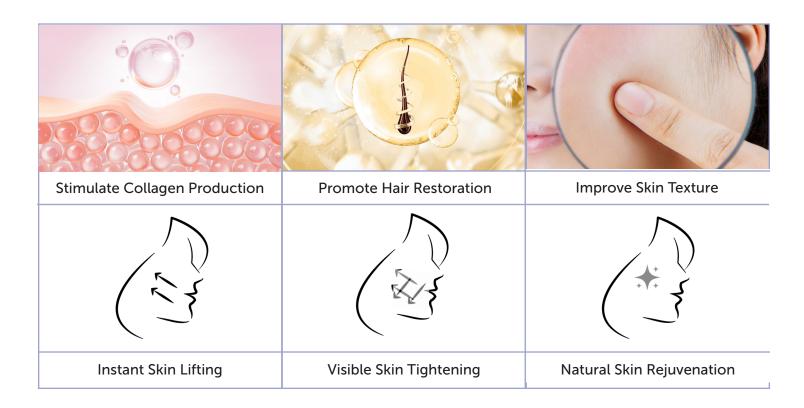
PDO threads tighten, lift, and improve skin texture by naturally inducing the production of collagen and increasing blood flow to the treatment area. PDO thread treatments result in firmer, more youthful looking skin – with some effects visible immediately and others within 2-6 weeks.

PDO threads are completely absorbed by the body with minimal tissue reaction.

#### WHAT DO PDO THREAD TREATMENTS DO?

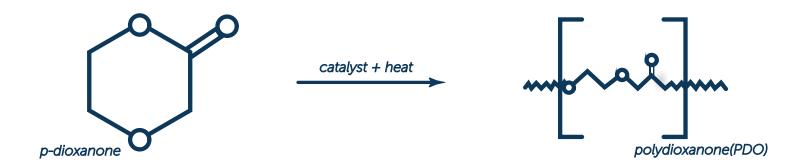
PDO threads stimulate neocollagenesis through the body's natural healing process. The threads are embedded subdermally to tighten and lift the skin. PDO threads initiate collagen production in the treatment area, adding in the missing biostimulation that neurotoxins and dermal fillers alone cannot produce. This leads to skin rejuvenation that can last up to 24 months.

#### WHY PDO?



### WHAT ARE PDO THREADS MADE OF?

PDO threads are sterile, single-use, polydioxanone biodegradable sutures. The threads are embedded subdermally via cannula and generate tensing fibrosis in the surrounding tissue. The body reacts by naturally increasing collagen production in the treatment area, leading to increased volume and skin tightening. The flexible, absorbable polymer is dissolved and broken down by the body within 3–6 months.



#### **ARE PDO THREADS SAFE?**

Polydioxanone threads were first used to correct facial paralysis. With time, studies revealed that the sutures induce a mechanical skin tension and stimulate fibroblasts that mimic natural neocollagenesis. Polydioxanone sutures have been used for almost 40 years in orthopedic surgery, plastic surgery and ophthalmology.

PDO threads are one of the safest aesthetic procedures available, specifically when compared to other injectables. The treatments are minimally invasive with a high safety profile, complete absorption of threads, and very little tissue reaction. With PDO thread treatment there is virtually no risk of a vascular compromise such as a vascular occlusion or vascular compression. V Soft Lift PDO threads are preloaded into a cannula. The entire unit (thread and cannula) is FDA-cleared as a Class II Medical Device with 510K certification.



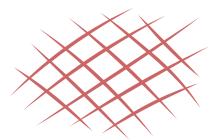
#### **PDO THREAD TYPES**

There are two types of PDO threads:

#### **SMOOTH THREADS**

For basic skin rejuvenation and tightening.

Smooth threads are mono-filament sutures placed in an ultra-thin walled, sharp cannula. The treatment area is marked and the number of smooth threads to be used is determined. Treatment surface areas require anywhere between 2–20 threads, depending on the patients goals.



Smooth threads in a grid pattern

Results can take between 3–6 months, depending on the patient and the requested treatment area. Patients typically require 3 treatments, 4-6 weeks apart from each other and collagen can last 12-18 months.

#### LIFTING THREADS

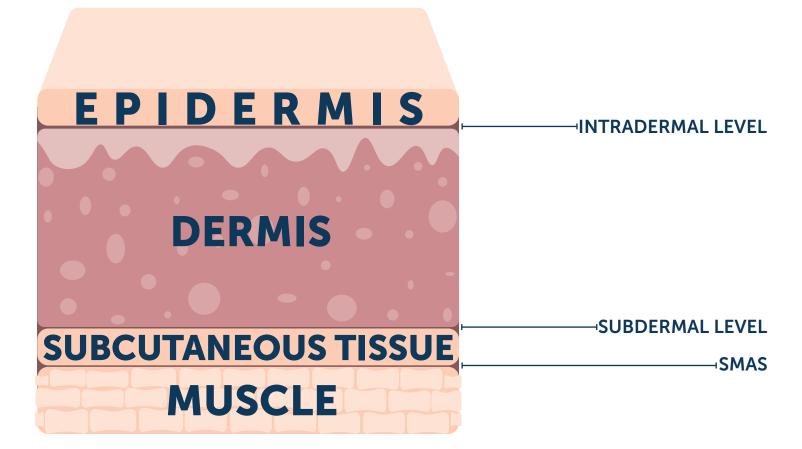
For immediate face lift and long-term collagen stimulation. Lifting threads come as barbed or molded threads. Barbed threads have laser cut bi-directional barbs that engage the existing tissue in order to lift the skin. Molded threads are stronger, and are best used in patients with heavier tissue. Lifting threads are preloaded into sharp or blunt-tipped cannulas. Sharp cannulas are ultra-sharp, thin-walled cannulas that can navigate through the correct plane with ease. It is recommended to initially train with sharp cannulas due to their ease of use. Blunt cannulas are more difficult to use. Yet skilled injectors tend to prefer blunt cannulas as they often cause less swelling and bruising than the sharp cannulas.



Results are visible immediately and improve over time. Results can last between 6-12 months depending on patient case.

#### **HOW DO PDO THREADS WORK?**

PDO threads generate a lifting and tightening effect on loose or sagging skin, while smoothing out wrinkles and fine lines. Embedding the threads into different levels of the skin will achieve different results:



#### INTRADERMAL LEVEL

Achieve a skin rejuvenating effect, smooth threads are placed intradermally. The presence of a foreign body and the mechanical injury by the sharp cannula stimulates the production of collagen. It also enhances the metabolism and blood flow to the treatment area, inducing neocollagenesis around the PDO thread.

#### SUBDERMAL LEVEL

Achieve a skin tightening and fat reduction effect. Mono or twisted smooth threads are inserted into the level of the adipose tissue (found in the subdermal fat compartment), to stimulate natural lipolysis. Consequently, the number of adipocytes (fat cells) decreases, leaving a decrease in the volume of adipose tissue and thereby tightening the skin.

#### SMAS LEVEL

Achieve a lifting effect. Lifting threads are inserted into the superficial musculoaponeurotic system (SMAS). The threads lift the tissue for natural sculpting and induce long-term production of collagen.

#### **PDO THREADING TECHNIQUES**

Both smooth and lifting threads are extremely versatile and can be used in treatments on the full face and body.

#### **SMOOTH THREADS**

The practitioner embeds smooth threads intradermally in a grid-like pattern to trigger collagen production.



Several threads are placed parallel to each other and then crossed in a 35–90 degree angle. The grid pattern ensures uniform collagen production to the entire treated area. Use this technique to rejuvenate skin on the cheeks, around the mouth and near the eyes.

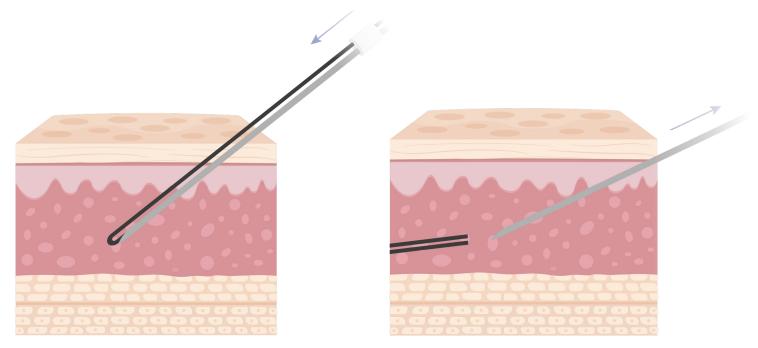
#### LIFTING THREADS

Lifting threads are placed in the SMAS to achieve an immediate lifting effect.



The practitioner creates a pilot hole, anesthetizes the treatment area and inserts the full length of the cannula into the patient's skin. The practitioner exaggerates the skin in the direction of the desired lift while removing the cannula. This allows the thread to engage in the tissue and induce long-term collagen production. Once all threads are placed, the excess thread at the insertion site is trimmed, allowing the threads to slip under the skin and heal over appropriately.

The most popular lifting thread treatments are 3-vector non-surgical face lifts, neck lifts and brow lifts.



### WHY SHOULD YOU ADD PDO THREADS TO YOUR PRACTICE?

### Natural

PDO threads are a non-surgical cosmetic treatment that naturally stimulates the body's collagen production. This results in natural skin rejuvenation. Rejuvenating effects can last up to 24 months.



# V

### Safe

PDO threads are a safer option as compared to other aesthetic treatments. They are less invasive, have an almost absent risk of vascular compromise, and don't leave any scar tissue.

### Lucrative

PDO threads are on the cutting-edge of aesthetic procedures, with a projected market growth of >60% over the next 5 years. The average PDO practitioner can increase their revenue stream by \$28,500 per month just by performing 6 lifting thread cases and minimal smooth thread treatments!





### Versatile

PDO threads offer additional treatment options that cannot be achieved with neurotoxins and dermal fillers alone. Threading techniques can be used on many different areas of the face, neck, and body.

#### **FDA CLEARANCE**

V Soft Lift PDO threads are made by the largest PDO manufacturer in the world. They are the first PDO thread to be Class II FDA cleared for the thread inserted in the cannula as a unit. This is preferred over having FDA clearance on the thread alone – for if a practitioner inserts the thread into the cannula on his/her own, the sterilization and/or safety of the unit may be compromised. If a company only has FDA clearance on the thread alone and not the cannula, it may no longer have FDA clearance when used together as a unit.

There may be companies that advertise that their product is FDA approved. They are either mistaken, purposefully misleading to make injectors think they are superior, or have no FDA clearance at all. These threads should not be used if there is no 510K certification, as using such threads could jeopardize your license.



#### **V SOFT LIFT – YOUR #1 SOURCE FOR PDO THREADS**

#### **REAL RESULTS**

- V Soft PDO threads offer a tensile strength that is 10-20x greater than other comparable threads.
- Our threads have a special polymer coating that allows for slower absorption, giving you the most collagen and elastin biostimulation as compared to any other PDO thread.

### DESIGNED FOR PATIENT COMFORT

V Soft PDO smooth threads have the most collagen biostimulation, as compared to other smooth threads. This allows providers to use less threads, which results in:

- quicker treatment times
- lower in-house cost
- improved patient comfort.

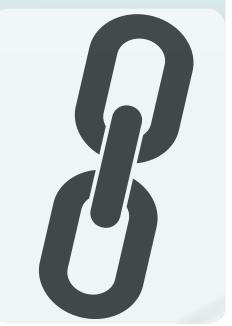
#### DESIGNED FOR STRONG FIXATION

V Soft barbed and molded lifting threads are designed for strong fixation and powerful lifting. Other PDO threads have a weaker fixation and therefore tend to require more threads to achieve the same result as V Soft PDO threads.

### DESIGNED FOR ULTIMATE PRECISION

V Soft PDO threads are loaded in a high-quality cannula made of surgical stainless steel with a diamond-cut and polished cannula tip designed for precision.

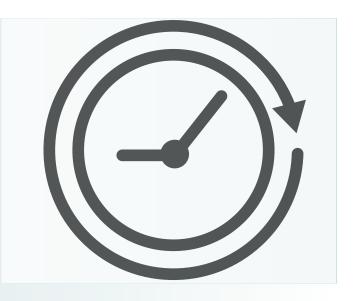






### Long Lasting

When combined with neurotoxin and filler, PDO thread treatment can result in up to 40% improvement of aesthetic outcome for longer-lasting results.





### Profitable

Our PDO threads are competitively priced to ensure the highest level of profitability for our customers.

We carry a wide variety of specialty threads to ensure all patient needs and concerns are being addressed.

We offer numerous cannula types to accommodate different injector preferences and comfort levels.

#### **PDO THREAD TRAINING**



### ALL TRAININGS PROVIDED BY THE AMERICAN ACADEMY OF FACIAL ESTHETICS

At V Soft, we partner with the top US aesthetic training organization to provide the highest levels of PDO training available. Become certified as a PDO practitioner, learn a new method of treatment or advance your threading skills. Many trainings are included at no cost with the purchase of select thread packages.





Live, hands-on course



Online on-demand training



The #1 live patient facial aesthetic training courses



Courses taught by practicing professionals



ACCME and ADA CERP certification courses



At V Soft Lift, we offer a variety of marketing materials to help you promote and educate your patients about the advantages of PDO threads.

### Social Media Posts





### Brochures

### Posters



#### **V SOFT SMOOTH PDO THREADS**

### MONO SMOOTH



#### 29G x 30mm - most versatile smooth thread

- **♂** For face, neck and body
- ∀ Workhorse thread

#### Great for:

- **Ø** Vermillion border
- **♂**Submental pocket (double chin)
- **Ø** Acne
- **⊘**Glabellar lines
- **♂**Trigger point therapy
- **Ø** Hair restoration
- **♂** Pitted scars

#### 29G x 40mm - for areas that require extra length

**Ø** For face, neck and body

#### Great for:

- **Ø**Cheek
- **⊘** Necklace lines
- **Ø** Jawline
- Submental pocket (double chin)

#### **29G x 50mm** - for areas that require more length

**♂** For face, neck and body

#### Great for:

- **Ø** Jawline
- **Ø** Cheek
- **♂** Body (abdomen, back of arms, thighs, etc.)

#### 31G x 30mm - used for thinner skin

**Ø** For face and neck

#### Great For

- **Ø** Vermillion border
- **Ø** Tear troughs
- **Ø** Glabellar lines

#### **27G x 50mm** - for large areas with heavy tissue

- **♂** Largest and longest smooth thread
- **Ø** Most suitable for body tightening and lipolysis

#### Great for:

- ø Cheek
- **Ø** Jawline
- **♂** Stomach
- Ø Knees

#### SAMPLE TREATMENTS USING SMOOTH MONO THREADS



Glabella Treatment

Thread type: 29G x 30mm (mono

smooth) & 31G x 30 mm (mono smooth)

**Thread count:** 5

#### Temple Volume Treatment

Thread type: 29G x 30mm (mono smooth) & 31G x 30 mm

(mono smooth)

Thread count: 3-5 per temple





#### **V SOFT**

### TWISTED SMOOTH



Stimulates more collagen than Mono Smooth threads

When using twisted threads, more pressure is required over the distal end of the cannula to ensure that the thread slips off and stays in the skin. In hyperactive muscle treatment areas (such as the: glabella), it is recommended to use neurotoxins first to prevent thread migration.

#### 29G x 40mm - most versatile twisted thread

 ${\it extstyle G}$  For all over the face, aside from the tear trough

#### Great for:

- **Ø** Vermillion border pop
- **♂**Submental pocket (double chin)
- **♂**Stubborn glabellar lines
- **⊘** Necklace lines

#### **27G x 50mm** - for larger areas with heavier tissue

- **Ø** The go-to for body treatments
- Most suitable for body tightening and lipolysis

#### Great for:

- **ഗ** Cheek
- **Ø** Jawline

#### Nasolabial Folds Treatment

**Thread type:** 29G x 40mm (twisted smooth)

Thread count: 5 per side



### v soft MINI SMOOTH



Mini smooth threads are sometimes confused with 29G x 30mm mono smooth threads. Although the gauge and length of the cannula are the same, the 29G x 30mm mono smooth threads contain a 30mm length thread, while the 29G x 30mm minis contain a 10mm length thread. This difference is noted on the box, on the foil packaging and by looking at the pledget holding the thread in place on the cannula.

#### 29G x 30mm

**♂** For small target areas

#### Great for:

- **♂** Cupid's bow
- **⊘**Localized, small scars
- **Ø** Philtrum
- **♂**Trigger point therapy





Vermillion Border & Cupid's Bow Treatment

**Thread type:** 29G x 30mm (mini smooth) in the Cupid's Bow & 29G x 30mm (mono smooth) around the Vermillion Border

**Thread count:** 2 mini threads for the Cupid's Bow; 5 smooth threads for Vermillion Border

#### **V SOFT LIFTING PDO THREADS**

### BARB STAR



#### 19G x 100mm - Most commonly used for training

- **Ø** Universal thread cases
- **♂** Available in sharp (FF) and blunt (FCN)

#### Great for:

- **Ø**3 vector lift\*
- **Ø**5 vector lift\*\*
- **Ø** Neck
- **Ø** Body

#### **19G x 90mm** - for shorter vectors

**⊘** Available in sharp (FF)

#### Great for:

- **♂**Shorter nasolabial fold vector during a 3 vector lift
  - **Ø** Neck
  - **Ø** Body

#### 19G x 40mm - for small target areas

#### Great for:

- **⊘**Nose
- **♂** Foxtail lift

#### 21G x 90mm - for thinner skin

#### Great For

- **Ø** 3 vector lift\*
- **Ø** 5 vector lift\*\*
- Ø Neck
- **Ø** Jawline

#### **21G x 60mm** - For small target areas and thinner skin

Ø Available in sharp (FF) and blunt (FCL)

#### Great for:

- **Ø** Brow lift
- **Ø** Foxtail lift
- **Ø** Nose

#### 23G x 60mm - For very thin skin

#### Great for:

- **Ø** Brow lift
- ø Jawline
- Ø Neck

<sup>\* 3</sup> vector lift: marionette, NLF, and jowl

<sup>\*\* 5-</sup>vector lift: marionette, NLF, jowl, and jawline

#### **SAMPLE TREATMENTS USING LIFTING THREADS**



Eyebrow Lift Treatment

Thread type: 21G x 60mm (barb star

blunt)

Thread count: 4-6

#### Jawline Treatment

Thread type: 19G x 90mm (barb star), 19G x 100mm (barb

star), and 21G x 90mm (barb star)

Thread count: 2-4





## V SOFT LIFTING PDO THREADS MOLDED ARTE



The Arte 3 17G lifting threads are manufactured with a plastic stopper placed in the hub of the cannula, to ensure that the thread stays put while embedding the thread. Remove the stopper before removing the cannula, so that the thread stays behind and engages into the tissue.

Arte 1 - 19G x 100mm - for universal patient case use

#### Great for:

- **Ø**3 vector lift\*
- **Ø**5 vector lift\*\*
- **Ø** Neck
- **Ø** Body

Arte 1 - 18G x 100mm - for universal patient case use

#### Great for:

- **♂**3 vector Lift\*
- **ø**5 vector lift\*\*
- **Ø** Neck
- **⊘** Body

Arte 2 - 18G x 100mm - For heavier tissue and thinner dermis, face and body

**♂** Available in blunt (FCN)

#### Great for:

- **₫**3 vector Lift\*
- **Ø**5 vector lift\*\*
- **Ø** Neck
- **Ø** Body

**Arte 3 - 17G x 70mm** - For heavier tissue with a thick dermis in a short target area

**♂** Available in blunt (FCV)

#### **Great For**

- **Ø** NLF focus
- **Ø** Body
- **Ø** Neck
- **Ø** Jawline
- ø Brow lift

**Arte 3 - 17G x 100mm** - For heavier tissue with a thick dermis

#### Great for:

- **♂** 3 vector Lift\*
- ø 5 vector lift\*\*
- **⊘** Neck
- **Ø** Body
- **Ø** Jawline

 $<sup>\</sup>boldsymbol{*}$  3 vector lift: marionette, NLF, and jowl

<sup>\*\* 5-</sup>vector lift: marionette, NLF, jowl, and jawline

#### SAMPLE TREATMENTS USING LIFTING MOLDED ARTE THREADS

The Arte collection contains our strongest lifting threads. These threads are used for patients looking for drastic results and/or patients with heavier or denser tissue. This collection is also preferred for body lifting.



**Neck Lift Treatment** 

Threads used: Arte 1, 2, 3

Thread count: 4-8

#### **3-Vector Treatment**

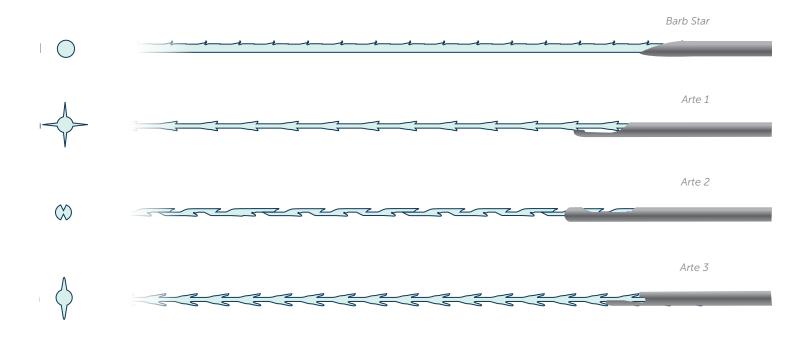
**Thread type:** Arte 1, 2, or 3 (depending on the treatment)

Thread count: 6-8





### **THREAD SHAPES**



### **CANNULA SHAPES**



### 3-VECTOR LIFT

Uses up to 8 Barb Star lifting PDO threads

GOAL OF TREATMENT: Lift skin to correct lower face laxity

TREATMENTS NEEDED: 1 - Treatment to maintain the 3-vector lift is recommended

every 9-12 months

THREAD SIZE: 19G x 90mm Barb Star lifting threads

**IN-OFFICE COST**: \$225 – \$300

PATIENT FEE: \$1500 – \$4000 per treatment\*

<sup>\*</sup> Patient fee depends on the saturation of injectors in your area and should be adjusted based on your location. We recommend secret shopping for PDO treatments in your area to find the best price point for your practice.



This patient wanted to correct her lower face laxity in jowls and marionettes. The patient was treated with Barb Star 19G x 90mm threads to lift and tighten the skin.

PDO threads were placed:

- 1 vector to R marionette
- 2 vectors to L marionette
- 1 vector to jowl bilaterally
- 1 vector to jawline bilaterally

### NECK LIFT

Uses 4-8 Molded Arte lifting PDO threads

GOAL OF TREATMENT:	Lift skin to correct skin laxity in neck and face	
TREATMENTS NEEDED:	1	
THREAD SIZE:	19G x 100mm Molded Arte lifting threads	
IN-OFFICE COST:	\$148 – \$472	
PATIENT FEE:	\$1,200 – \$2,800 per treatment*	

<sup>\*</sup> Patient fee depends on the saturation of injectors in your area and should be adjusted based on your location. We recommend secret shopping for PDO treatments in your area to find the best price point for your practice.



This patient presented an overall appearance of laxity of tissue and wanted her entire face and neck to be addressed. 16 total threads were used to lift her face and neck tissue.

PDO threads were placed:

- 3 vectors in the neck bilaterally, 19G x 100mm Arte 1
- 2 vectors to jawline bilaterally, 17G x 70mm Arte 3
- 2 vectors to marionettes bilaterally, 17G x 100mm Arte 3

### SUBMENTAL CHIN TIGHTENING AND FAT REMOVAL

Uses 5-20 Smooth PDO threads

GOAL OF TREATMENT: To help tighten excess submental tissue and skin laxity

TREATMENTS NEEDED: 1–3 treatments, 4–6 weeks apart

THREAD SIZE: 29G x 30mm Smooth threads

IN-OFFICE COST: \$40 - \$100

PATIENT FEE: \$550 - \$450 per treatment\*

<sup>\*</sup> Patient fee depends on the saturation of injectors in your area and should be adjusted based on your location. We recommend secret shopping for PDO treatments in your area to find the best price point for your practice.



This patient wanted a solution for her excess submental tissue and skin laxity. The patient was treated with three smooth thread treatments, 4–6 weeks apart in order to tighten her skin. This patient experienced significant weight loss, adding to the effectiveness of the PDO thread treatment.

- Treatment 1: 10 29G x 30mm mono smooth threads placed in sundial pattern
- Treatment 2: 9 29G x 40mm mono smooth threads placed in sundial pattern
- Treatment 3: 9 29G x 40mm mono smooth threads placed in sundial pattern

#### UNDER EYE REJUVENATION

Uses up to 16 Smooth PDO threads (8 per side)

TREATMENTS NEEDED:

Treatments, 4–6 weeks apart

Thread Size:

31G x 30mm Smooth threads

IN-OFFICE COST: \$80

PATIENT FEE: \$500 – \$800 per treatment\*

<sup>\*</sup> Patient fee depends on the saturation of injectors in your area and should be adjusted based on your location. We recommend secret shopping for PDO treatments in your area to find the best price point for your practice.



This patient wanted to rejuvenate and tighten the skin under the eyes. It took three smooth thread treatments, each 4–6 weeks apart, to help rejuvenate the under-eye appearance. (Note: the before and after images are after only 2 treatments.)

- Treatment 1: 5 31G x 30mm mono smooth threads placed in the tear trough
- Treatment 2: 5 31G x 30mm mono smooth threads placed in the tear trough

#### NASOLABIAL FOLDS

Uses 4-12 Lifting PDO threads

TO tighten and smooth out the nasolabial folds and marionette lines

1 - Treatment to maintain the skin lift is recommended every 9–12 months

THREAD SIZE: Arte 1 19G x 100mm Lifting Threads

**IN-OFFICE COST**: \$148-\$708

PATIENT FEE: \$1,800 – \$4,200 per treatment\*

<sup>\*</sup> Patient fee depends on the saturation of injectors in your area and should be adjusted based on your location. We recommend secret shopping for PDO treatments in your area to find the best price point for your practice.



This patient wanted to smooth out the look of her nasolabial folds and marionette.

• Treatment: 12 Arte 1 19G x 100mm placed in the nasolabial folds and marionette.

### VERMILLION BORDER LIP OUTLINE

Uses up to 7 Mono and Mini Smooth PDO threads

GOAL OF TREATMENT:	To add a crisp vermillion border back to the lips
TREATMENTS NEEDED:	1
THREAD SIZE:	29G x 30mm Mono Smooth threads, 29G x 30mm Mini Smooth threads
IN-OFFICE COST:	\$25
PATIENT FEE:	\$350 – \$500 per treatment*

<sup>\*</sup> Patient fee depends on the saturation of injectors in your area and should be adjusted based on your location. We recommend secret shopping for PDO treatments in your area to find the best price point for your practice.



This patient wanted to emphasize her vermillion border, after a lip filler treatment.

- 5-29G x 30MM smooth threads in the vermillion border
- 2 mini smooth threads in the cupid's bow

### FOXTAIL LIFT

Uses 2-4 Arte lifting PDO threads

GOAL OF TREATMENT:	To create a lift at the tail end of the eyebrow
TREATMENTS NEEDED:	1
THREAD SIZE:	Arte 1 19G x100mm lifting threads
IN-OFFICE COST:	\$74-\$236
PATIENT FEE:	\$600 – \$2,800 per treatment*

<sup>\*</sup> Patient fee depends on the saturation of injectors in your area and should be adjusted based on your location. We recommend secret shopping for PDO treatments in your area to find the best price point for your practice.



This patient wanted to lift the tail end of her eyebrows.

We used V Soft Lift Arte Lifting PDO threads to create a more prominent eyebrow lift.

• 3-19G x 100mm Arte 1 lifting threads per eyebrow.

#### **TRIED AND TESTED BY:** These work amazing! Some patients see results after 1-2 treatments but after 3 treatments. 4-6 weeks apart, it's amazing!! As a physician in the field, I highly recommend V Soft Lift!" "It's crazy how happy my patient was with his results! I also have to give credit to my Dr. Amy Blasen, DO great trainer!" (Michigan) Dr. Ryan Ramos, MD (Orlando, FL) "Excellent feedback from patients. Wow! Thank you so much for the support! You guys are truly the best company I have ever "My V Soft Lift treatment made worked with!" me look healthier and younger. Erin Thompson, RN They lifted my face, gave me (Maine) a tighter jawline and a natural facial appearance. I love these amazing results, Thank you!" Tammy P. "Amazing company! Great threads! Great (Patient) customer service!" Dr. Melissa Amos, DMD (North Carolina) "I am loving the product. It's easy to use and works great. I wish I had done this years ago. Looking forward to more training!" The training was phenomenal! What a Dr. Shelli Ridge, MD wonderful company V Soft is". (Ohio) Belsy Gonzalez, NP (Maine)

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