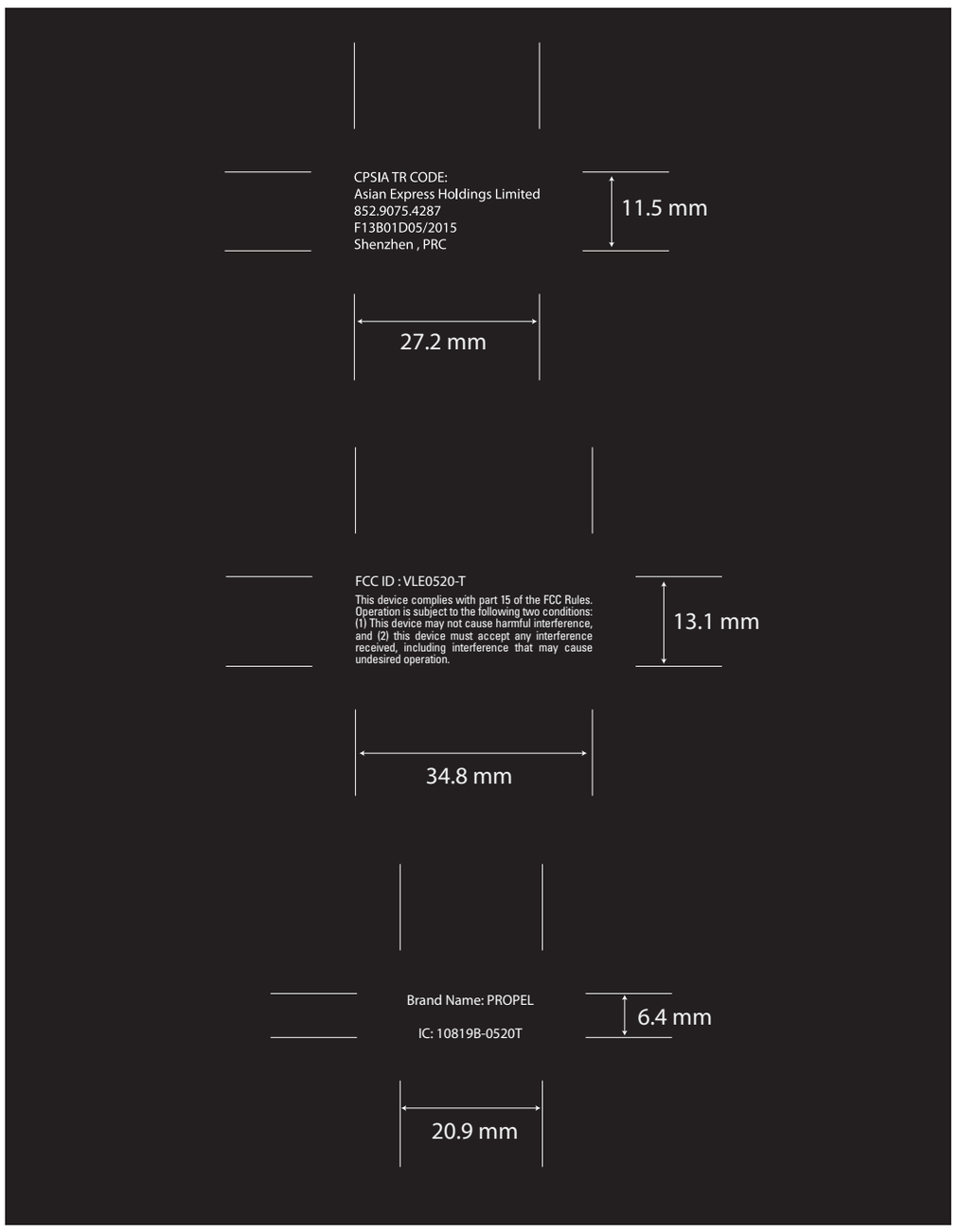The label is screenprinted on the product by permanent adhesive