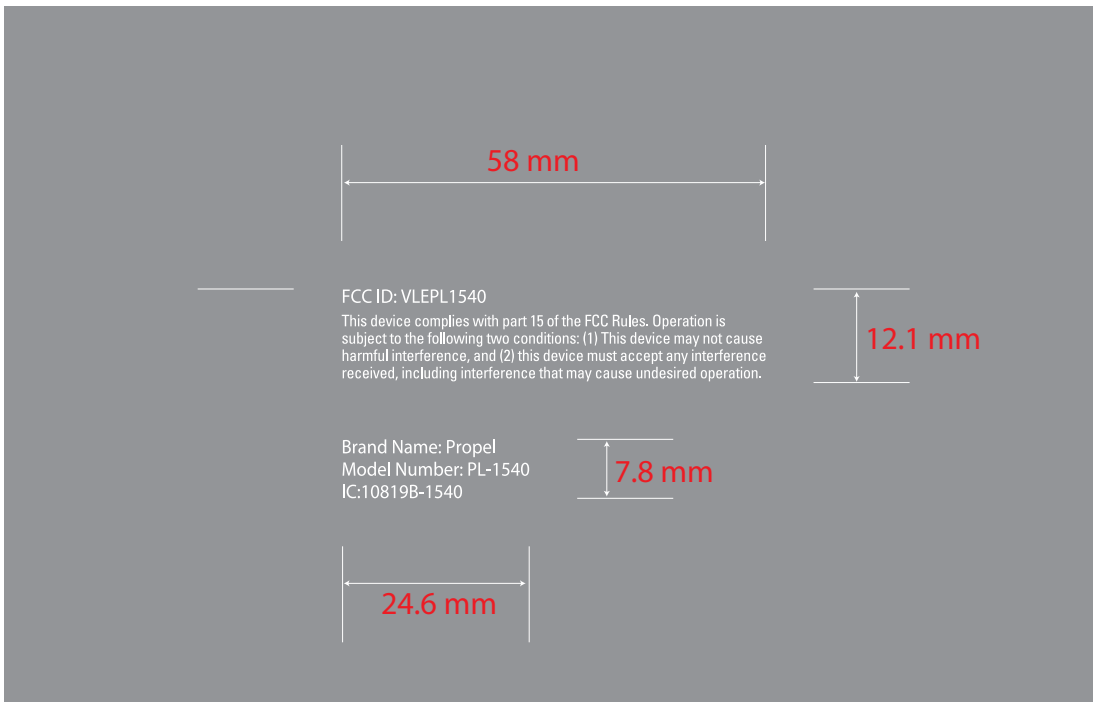The label is screenprinted on product by permanent adhesive