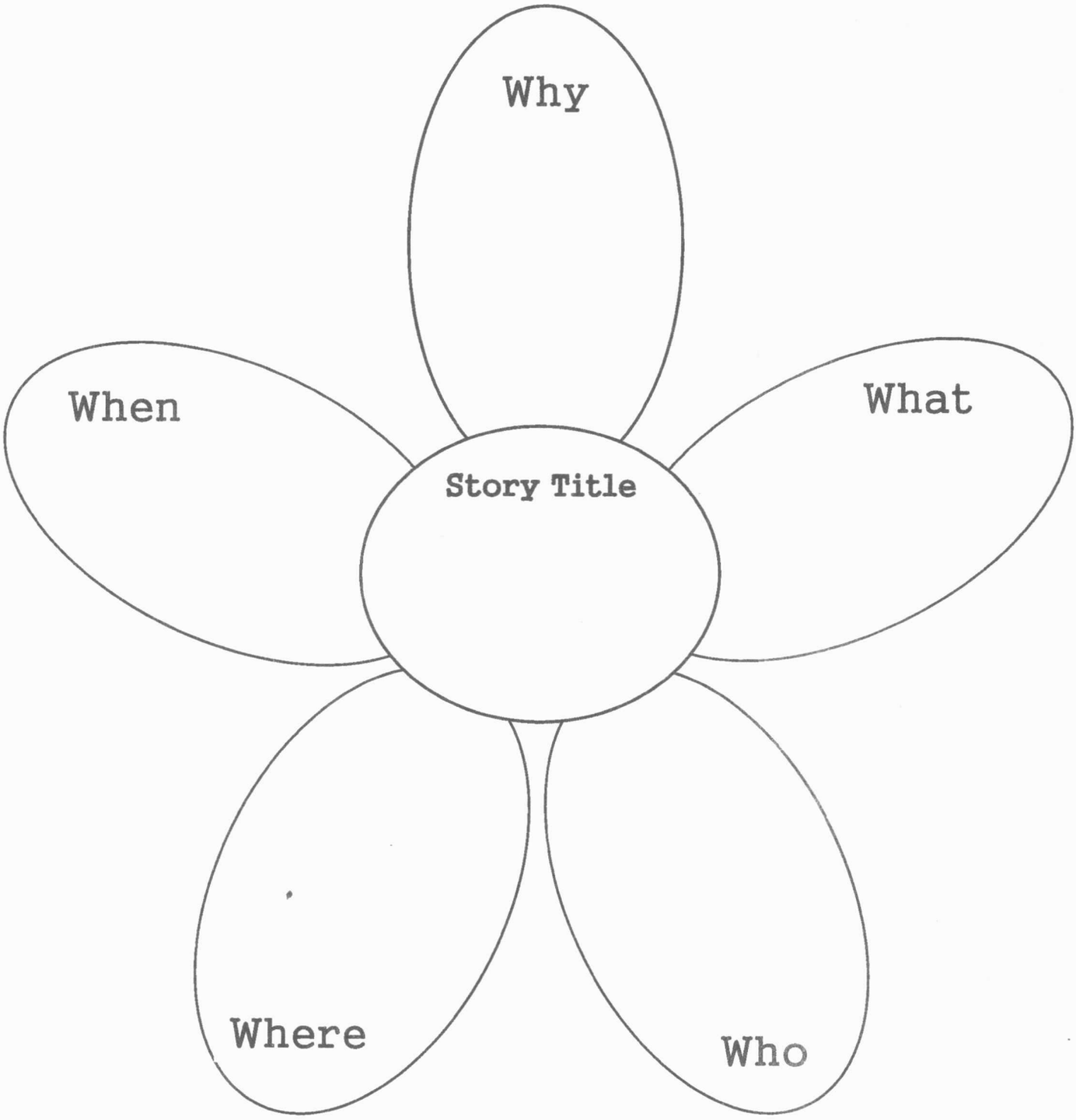Five W's Flower Power