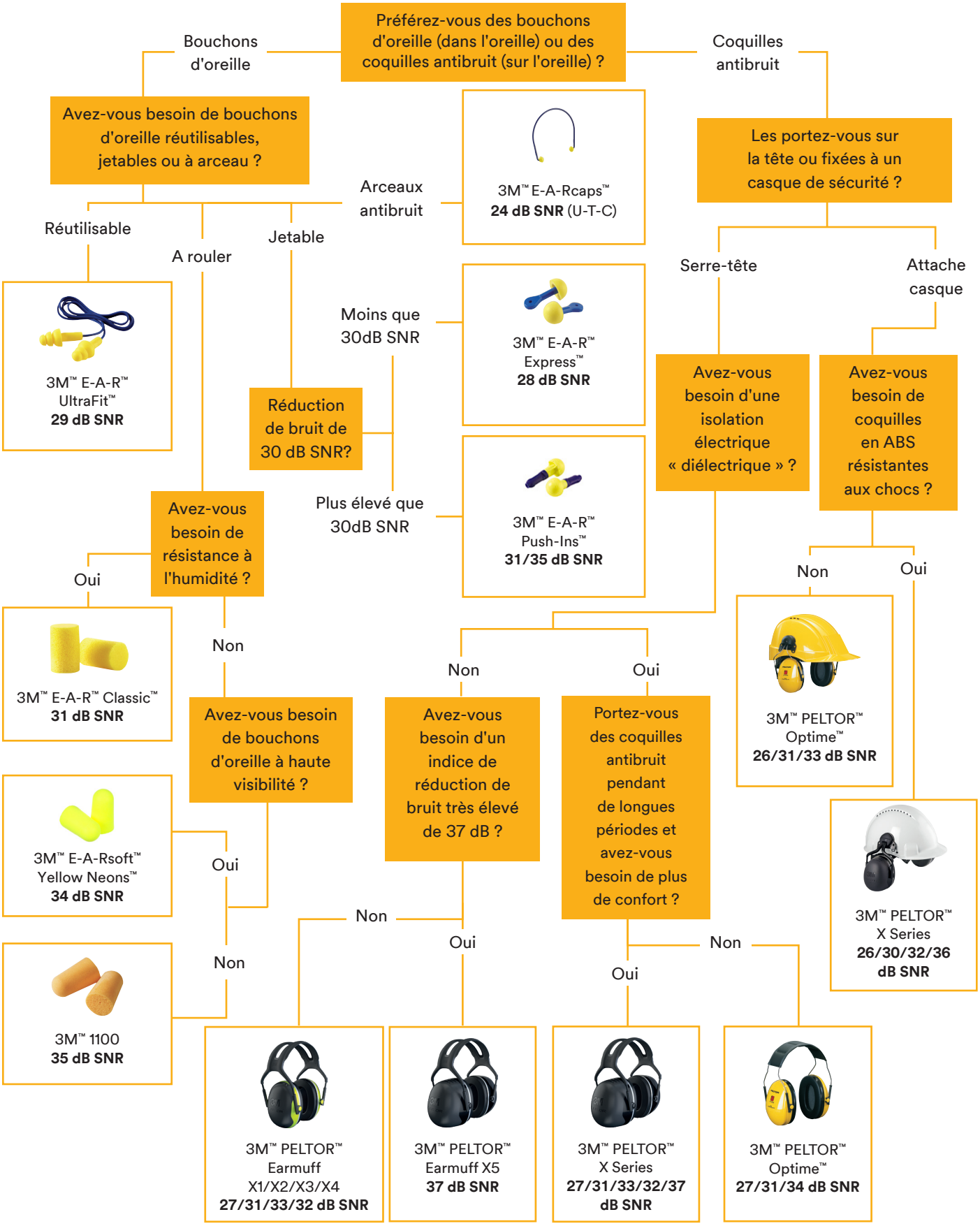Choisir le bon produit