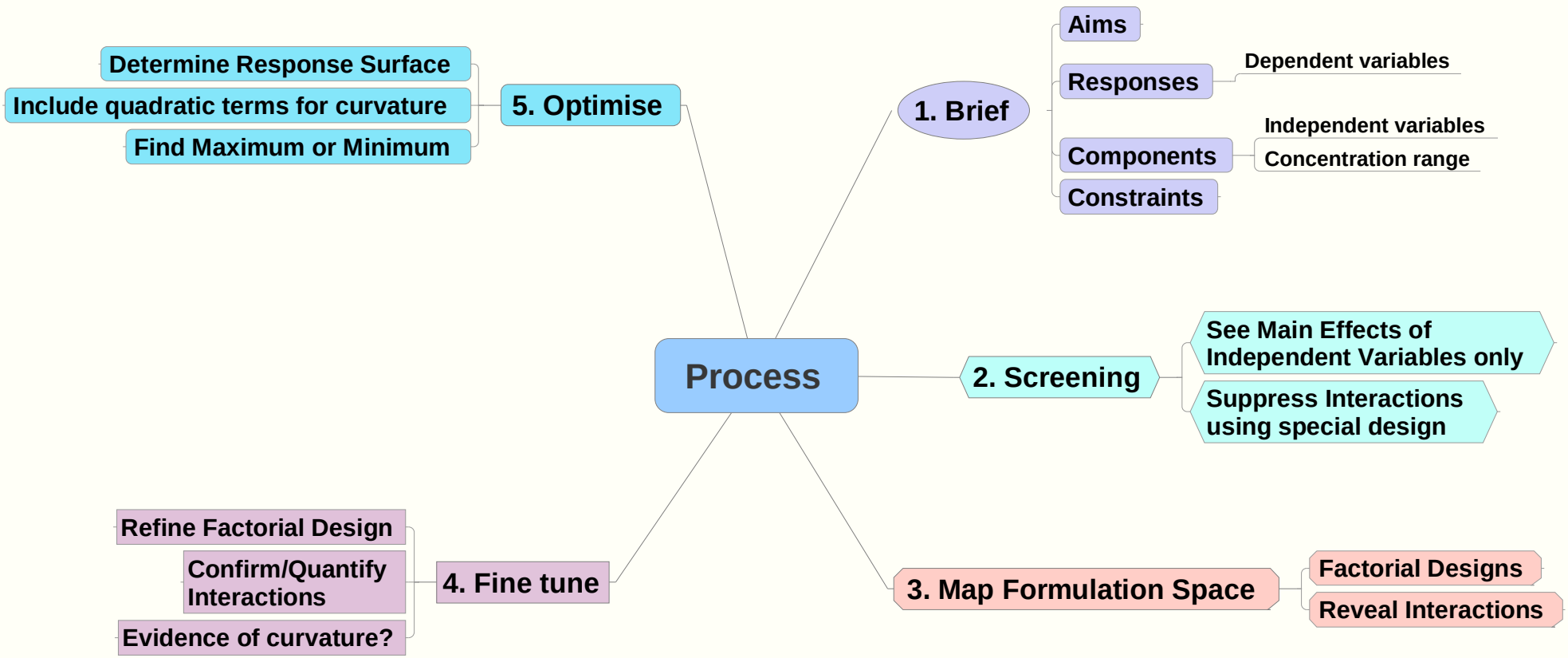FORMULATION BY DESIGN