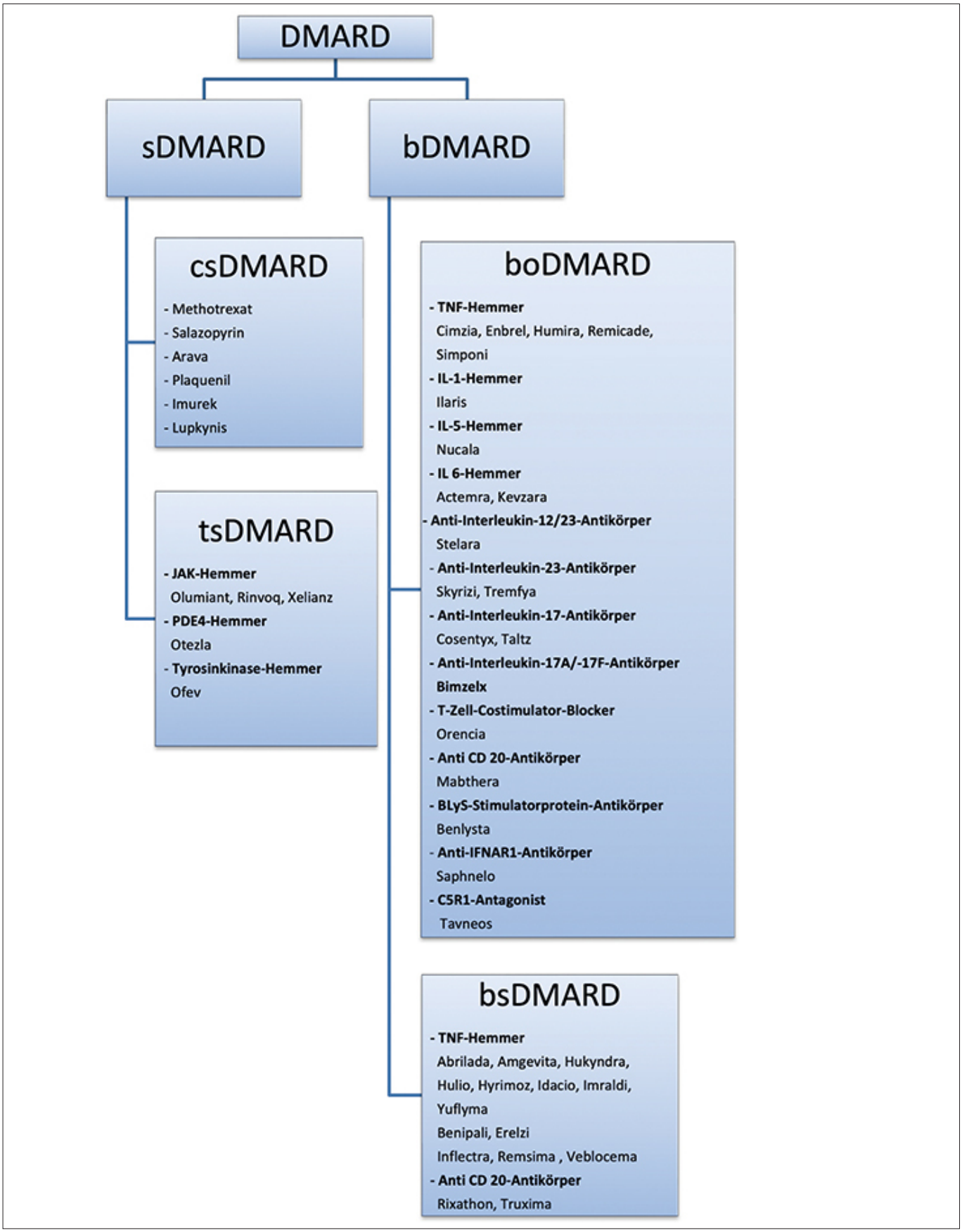Basistherapeutika (Markennamen)