

Fabric and Home Care World Conference

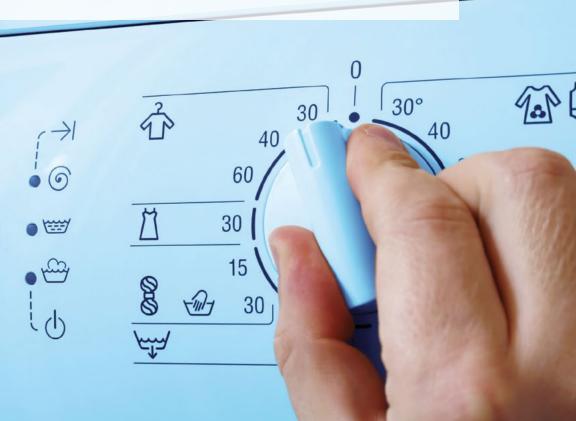


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CONFERENCE PROGRAM



Fabric and Home Care

World Conference

Navigating Global Transformations Are you on course?

October 28-31, 2018

Boca Raton Resort & Club | Boca Raton, Florida, USA fabrichomecare.aocs.org

Get the app!

See page 10 for details.



Join the conversation!



Kirei-Making Life Beautiful

The Japanese word "kirei" means beautiful or clean, not only on the outside but also on the inside. For us at Kao, Kirei is the value we want to bring to everyday life with our brands, products and services.

The little moments you enjoy, like the comfort of freshly washed sheets, the happiness you share with a smiling baby, the confidence you feel when you look in the mirror and see not only healthy skin and hair, but also your inner beauty shining through. The special pleasure that comes from using products you know have been crafted with care both for you and for the environment.

We believe these moments and the positive feelings you share with others have the power to shape the future. We want minds, lives and society to be Kirei-Making Life Beautiful.



CONFERENCE ORGANIZER



AOCS is the premier scientific association for the oil chemistry community and serves over 4,200 members from more than 90 countries worldwide. As an international professional organization, we provide current and emerging information and disseminate research results in oils, fats, lipids, proteins, surfactants, and related materials, through our meetings and publications. Learn more at aocs.org.

EXECUTIVE COMMITTEE

The Executive Committee is comprised of experts from around the globe, representing virtually every important field of the fabric and home care business. Their expertise in seeking out the best of the best to deliver presentations on the most crucial topics is what makes this program unmatched. Connect with the Executive Committee on the app! See page 10 for download instructions.

Join the conversation!



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Unlock nature's cleaning power

Make your brand stand out with enzymes

Today's consumers are increasingly demanding, yet globally conscious. To get ahead of the market, you need sustainable detergents that refuse to compromise on performance.

At Novozymes, we create innovative biological solutions so you stand out in a competitive market. By applying the natural power of enzymes, Novozymes' solutions are tough on stains yet gentle on the skin and our planet.

Learn how enzymes can make your cleaning products tougher, faster and greener: Visit novozymes.com/hhc or call your local Novozymes representative today.

Don't miss out!

Join our Senior VP, Research & Technology, Claus Crone Fuglsang for:

The Digital Future of Biotechnology Innovation Oct. 29, 4:15pm

The keynote will cover:

- The democratization of biotechnology science
 - The effect of automation and digitalization on biotech research
 - The continued importance of subject matter expertise

Rethink Tomorrow

novozvmes

Welcomel

On behalf of the American Oil Chemists' Society, I welcome you to the 2018 Fabric and Home Care World Conference. This year's conference marks a special occasion: this is the first time the conference has been held in the United States.

To go along with this change in venue, the conference theme, "Navigating Global Transformation: Are you on course?", explores the changes in consumer and technological trends that will, and are already shaping, our industry. From the digitalization of household life to changes in what consumers expect of our product formulations, the program has been designed to help you prepare your business plans and models for the future challenges of the industry.

Unchanged from previous years is the high-caliber lineup of presentations that compose the program, including our four keynote speakers who are from Oxiteno, Unilever, Kao Corporation and McKinsey & Company, respectively. These keynote speakers will present on topics ranging from new technologies and their impact on the world of cleaning to human-centric innovation. They are part of the over 20 industry leaders who will provide insights into how you can leverage digital transformations to streamline business operations and develop new products that anticipate consumer demands and preferences. In addition, e-posters available for review within the Conference app detail additional innovations and research within the industry.

In between presentations, I hope you will take advantage of the many networking events to connect with colleagues from across the industry. We have several events planned, from luncheons to happy hour receptions—see the full schedule on the app.

During the breaks, I also encourage you to visit the Exhibition Hall where we are hosting representatives from over 20 leading companies and organizations in the industry, such as BUSS ChemTech AG, Desmet Ballestra SpA and MANE.

I hope you find your time at the conference both productive and enjoyable. Sincerely,

Thomas Müller-Kirschbaum



Thomas Müller-Kirschbaum
Corporate Senior Vice President
Research & Development/Sustainability
Henkel AG & Co. KGaA
Germany



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Fabric and Home Care World Conference

Download the App





With the conference app, you can:

- Create your schedule
- Search presentations and abstracts
- View e-Posters
- Access presenter biographies
- Submit questions for session discussions
- Connect with other attendees

How to Access:

Step 1: Visit eventmobi.com/app and click the appropriate app store logo for your device.

Step 2: Launch the app and enter event code: **fabrichomecare**

Need assistance? Stop by the registration desk.



SUNDAY, OCTOBER 28

6–7:30 p.m. Welcome Reception on the Grand Lawn



Evolution by chemistry



Our Promise. #NoCompromise

At P&G, we've made it our promise to ensure you never need to choose between the products you use and enjoy today and what you hope to preserve for tomorrow.



Ensuring environmental sustainability starts with our manufacturing plants. For example, all our North America Fabric & Home Care Manufacturing sites have been certified as Zero Manufacturing Waste to Landfill sites. Nothing goes to waste.



We know that how we manufacture also impacts the environment. That is why as of early 2017, all electricity required for manufacturing Tide, Downy, Dawn Cascade, Febreze and Mr. Clean in the U.S. is provided by renewable wind electricity.



Sustainable water management in our operations includes working towards 20% water usage reduction per unit of production, applying new processing technologies, and delivering product innovation via a lifecycle approach.



Consumers shouldn't have to choose between plant-based and cleaning power when it comes to picking a laundry detergent. That's why we created Tide purclean – the first plant-based detergent with the cleaning power consumers expect from Tide.





















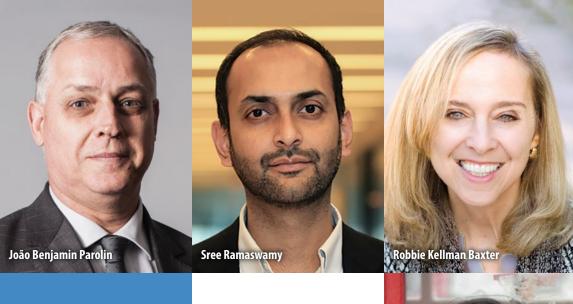




MONDAY, OCTOBER 29

Sailing into the Future

Are you ready to lift anchor?



Join the conversation!



@FabricHomeCare #FHCWC2018











MONDAY, OCTOBER 29

All events take place at the Boca Raton Resort & Club's Royal Palm Ballroom unless otherwise noted.

View presentation descriptions and access speaker biographies in the conference app. See page 10 for download details.



KEYNOTE

9–9:45 a.m. New Technologies and Their Impact on World of Cleaning

João Benjamin Parolin, CEO, Oxiteno, Brazil

9:45–10 a.m. **Question and Answer Period**

Submit questions using the conference app. See page 10 for details.

10–10:30 a.m. **Refreshment Break**

Grand Ballroom

Sponsored by **BUSS** ChemTech

MORNING SESSION

Chairpersons: Thomas Müller Kirschbaum, Corporate Senior Vice President, Research & Development / Sustainability, Henkel AG & Co., USA; and Melissa Hockstad, President & CEO, American Cleaning Institute (ACI), USA

10:30-11:15 a.m. KEYNOTE No Ordinary Disruption: Global Business and

Economic Trends

Sree Ramaswamy, Partner, McKinsey & Company, USA

🔰 @SreeRamaswamy

11:15–11:45 a.m. What the Membership Economy Means for Fabric and Home

Care Manufacturers

Robbie Kellman Baxter, Principal, Peninsula Strategies, LLC, USA

@robbiebax

11:45 a.m.-Noon Question and Answer Period

Submit questions using the conference app. See page 10 for details.

Noon–1:30 p.m. **Luncheon**

Grand Ballroom

Sponsored by

AFTERNOON SESSION

Chairpersons: Victor Aguilar, R&D Manager, Global Fabric Care, The Procter & Gamble Company, USA; and Cristiane Furtado Canto, Head of R&D, Home & Personal Care, Oxiteno, Brazil

1:30–2 p.m. Who Really Wants to Wash Clothes? Trends and Perspective of the Out-of-

Home Laundry Dynamics

Sundar Raman, General Manager for Fabric Care, The Procter & Gamble Company, USA

2–2:30 p.m. The Future of Robotics in Home Cleaning

Aparna Aswani, Global Communications Director, Neato Robotics,

USA

2:30–2:45 p.m. **Question and Answer Period**

Submit questions using the conference app. See page 10 for details.

2:45–3:15 p.m. **Refreshment Break**

Grand Ballroom

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conversation!

@FabricHomeCare

#FHCWC2018

AFTERNOON SESSION

Chairpersons: Victor Aguilar, R&D Manager, Global Fabric Care, The Procter & Gamble Company, USA; and Cristiane Furtado Canto, Head of R&D, Home & Personal Care, Oxiteno, Brazil

3:15–3:45 p.m. Revolutionizing the Laundry and Dry Cleaning Industry to

Keep Pace with Modern Consumer Needs

Florian Färber, Co-Founder & Managing Director, Zipjet, Germany

3:45–4:15 p.m. Home of the Future

Zeynep Yalım Uzun, Chief Marketing Officer, Arçelik A.Ş., Turkey

4:15–4:45 p.m. The Digital Future of Biotechnology Innovation

Claus Crone Fuglsang, Senior Vice President, Research & Technology,

Novozymes A/S, Denmark

4:45–5 p.m. **Question and Answer Period**

Submit questions using the conference app. See page 10 for details.

5–6 p.m. **Happy Hour Reception**

Grand Ballroom



DETERGENI



PLANTS

Spray drying plants mod. DSD

Granulation plants mod. DGC

Liquid detergent plants mod. BL-DET

Sulphonation plants mod. S





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SURFACTANTS

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- Vacuum Neutralization
- Drying

Non Ionics

- Ethoxylation/ Propoxylation
- Alkanolamides

Amphoterics

& Cationics

- Betaines
- Esterquats
- Aminoxides



DETERGENTS

Powder

- Spray Drying Tower process
- NTD (non tower/ agglomeration) process

Liquids

• Batch / Continuous



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- Glycerine Recovery Plants
- · Rim Block Lines
- · Esthers Plants
- Bleach Water Plants



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- Sodium & Potassium Sulphate
- Zeolite
- Sodium
 Tripolyphosphate
- Single & triple
 Superphosphates
- Phosphoric Acid
- NPK
- PAC (Poly Aluminium Chloride)

Detergents Surfactants Soap & Chemicals

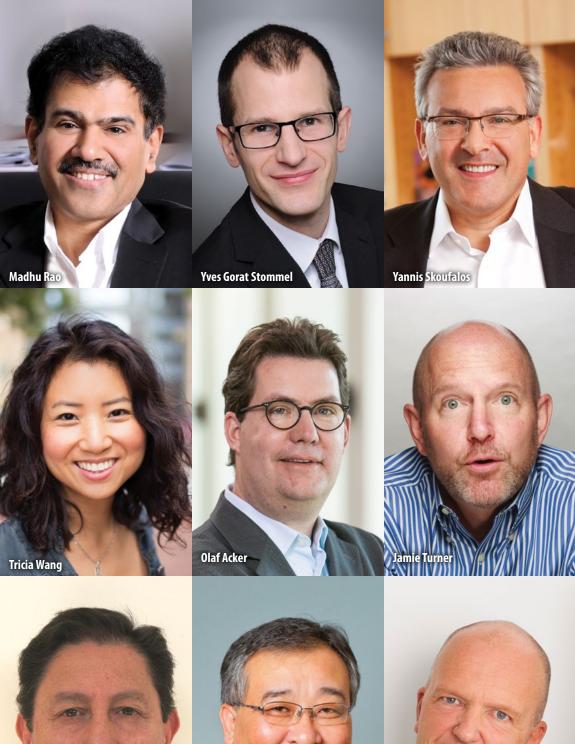
desmet ballestra

Science behind Technology

TUESDAY, OCTOBER 30

Delivering with Agility and Digitization

Are you up to speed?









TUESDAY, OCTOBER 30

All events take place at the Boca Raton Resort & Club's Royal Palm Ballroom unless otherwise noted.

View presentation descriptions and access speaker biographies in the conference app. See page 10 for download details.



KEYNOTE

9–9:45 a.m. Thriving through Disruption and Leading Change: The

Challenges of the Home Care Industry

Madhu Rao, Executive Vice President, Home and Hygiene, Unilever, UK

9:45–10 a.m. **Question and Answer Period**

Submit guestions using the conference app. See page 10 for details.

10–10:30 a.m. Refreshment Break

Grand Ballroom

MORNING SESSION

Chairpersons: Keith Grime, President, JKG Consulting LLC, USA; and Manfred Trautmann, President and CEO, ManTra-Chem, Switzerland



10:30–11 a.m. Digital Supply Chain: Connecting Customers, Suppliers and

Providers

Kevin Fenton, Managing Director, Accenture, USA

11–11:30 a.m. Opportunities and Risks of Digitalization in the Process Industry

Yves Gorat Stommel, Director of Business Development and

Innovation, Evonik Corporation, USA

11:30 a.m.–Noon The Future of Supply Chain Leveraging Digital Technologies

Yannis Skoufalos, Global Product Supply Officer, The Procter & Gamble

Company, USA

Noon-12:15 p.m. Question and Answer Period

Submit questions using the conference app. See page 10 for details.

12:15–1:30 p.m. **Luncheon**

Grand Ballroom

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AFTERNOON SESSION

Chairpersons: Jonathan Haque, Vice President R&D, Homecare Discover, Unilever, UK; and Melissa Hockstad, President & CEO, American Cleaning Institute (ACI), USA

1:30-2 p.m. The Department of the Unknown: Getting the Most out of Big

Data

Tricia Wang, Global Technology Ethnographer and Co-founder,

Sudden Compass, USA

@triciawang

Hopping: How Digitalization Allows Incumbents to Expand Across 2-2:30 p.m.

the Value Chain and Establish Direct Customer Relationships

Olaf Acker, Partner, PwC Strategy&, Germany

What to do When your Marketing Doesn't Work Anymore 2:30-3 p.m.

Jamie Turner, Internationally-recognized Author, CNN contributor and

CEO of 60 Second Marketer, USA

@AskJamieTurner

Ouestion and Answer Period 3-3:15 p.m.

Submit questions using the conference app. See page 10 for details.

Refreshment Break 3:15-3:45 p.m.

Grand Ballroom

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AFTERNOON SESSION

Chairpersons: Cristiane Furtado Canto, Head of R&D, Home & Personal Care, Oxiteno, Brazil; Andres Jaffé, Senior Vice President, Global Home & Personal Care Business, BASF SE, Germany; and Masaki Tsumadori, Senior Advisor, R&D, Kao Corporation, Japan

3:45-4:15 p.m. **Efficient Innovation with Digitally Augmented Detergency**

Experimentation

Rodrigo Olmedo, Director-General, CONSUMERTEC, Ecuador

Lifestyle Digitalization and the Value of Toiletry Technology – 4:15-4:45 p.m.

> The Role of Toiletry Technology in Digitalizing Household Life Tomomichi Okano, Executive Officer, Executive General Manager of Production Engineering Research Headquarters, Lion Corporation,

Japan

Illusion 4.0: Production's Digital Wrong Turn 4:45-5:15 p.m.

Andreas Syska, Professor of Production Management, Hochschule

Niederrhein, University of Applied Sciences, Germany

@AndreasSyska

5:15-5:30 p.m. Ouestion and Answer Period

Submit questions using the conference app. See page 10 for details.

5:30-6:30 p.m. **Happy Hour Reception**

Grand Ballroom

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WEDNESDAY, OCTOBER 31

Growing Responsibly

Are you above board?









Join the conversation!



@FabricHomeCare #FHCWC2018

WEDNESDAY, OCTOBER 31

All events take place at the Boca Raton Resort & Club's Royal Palm Ballroom unless otherwise noted.

View presentation descriptions and access speaker biographies in the conference app. See page 10 for download details.



KEYNOTE

9–9:45 a.m. **Connecting with Care: Human-Centric Innovation Across the**

Industry

Michitaka Sawada, President & CEO, Kao Corporation, Japan

9:45–10 a.m. **Question and Answer Period**

Submit questions using the conference app. See page 10 for details.

10–10:30 a.m. **Refreshment Break**

Grand Ballroom



MORNING SESSION

Chairperson: Ole Kirk, Vice President, Novozymes A/S, Denmark; and Masaki Tsumadori, Senior Advisor, R&D, Kao Corporation, Japan

10:30–11 a.m. Innovating for the Next Seven Generations

Joey Bergstein, CEO, Seventh Generation, USA

11–11:30 a.m. More Plastics in the Oceans Than Fishes by 2050 — A Solvable

Task?

Daniel Maga, Head of Sustainability and Resource Management, Fraunhofer Institute for Environmental, Safety, and Energy Technology

UMSICHT, Germany

11:30 a.m.-Noon Not Just for Granola Anymore: The Consumer Surge for Natural

and Organic Products in the Cleaning Aisle — It's Real, but

What do These Consumers Really Want?

Todd Wichmann, President, CEO & Founder, HealthPro Brands Inc., USA

Noon–12:30 p.m. Working Towards the New Plastics Economy

Gary Crawford, Vice President of International Affairs, Veolia, France

12:30–12:45 p.m. **Question and Answer Period**

Submit questions using the conference app. See page 10 for details.

CLOSING

12:45–1 p.m. Closing Comments

Thomas Müller-Kirschbaum, Corporate Senior Vice President, Research & Development/Sustainability, Henkel AG & Co. KGaA, Germany

General Information

APP

The official app of the Fabric and Home Care World Conference is provided by EventMobi. View online at event-mobi.com/fabrichomecare or download the app from your device's app store. **See page 10 for download instructions.**



EMERGENCY CONTACTS

Please provide emergency contact information to AOCS so we can assist you in the event of an emergency. Please see the registrar for assistance with logging in to your AOCS account to make the appropriate updates to your record.

E-POSTER PRESENTATIONS

e-Posters are available in the meeting app through November 30, 2018. See page 10 for download instructions. Abstracts are published as submitted.

LOST AND FOUND

Items may be turned in or recovered at the Registration Desk.

MOBILE PHONES, PHOTOGRAPHY AND RECORDING

Please set your mobile phone to vibrate during sessions. No video recording, audio recording or still photography is allowed in the session rooms, except by registered media. Offenders will be asked to leave the room. Video or still photography of exhibitors' booths is not allowed, unless permission is granted by the exhibitor or poster author. Offenders will be asked to leave the Exhibition.

PROGRAM CHANGES

Changes that came about after the printing of the Conference Program can be found on the app. See page 10 for download instructions.

REGISTRATION

Conference attendees, sponsors and exhibitors are not able to access the registrant list due to AOCS' strict adherence to the General Data Protection Regulation that went into effect in May 2018. The complete AOCS privacy policy is available at aocs.org.



The registration desk in the Grand Ballroom Pre-Assembly is open from 4–7:30 p.m. on Sunday, 8 a.m.–6 p.m. on Monday, 8 a.m.–6:30 p.m. on Tuesday and 8 a.m.–1 p.m. on Wednesday.

RESORT

Boca Raton Resort & Club, 501 East Camino Real, Boca Raton, Florida, USA bocaresort.com

General Inquiries: +1 561 447 3000

Reservations: +1 888 543 1277

See the app for a map and additional resort details. See page 10 for download instructions.

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SAFETY

For your safety, familiarize yourself with fire-safety and security precautions that are posted in your hotel guest room. Hotels have limited liability regarding theft of personal property from hotel rooms, so please store extra cash or other valuables in a safe deposit box provided by the hotel.

SMOKING POLICY

Smoking is prohibited at all AOCS functions.

SOCIAL MEDIA

Share your World Conference experience online. Use @FabricHomeCare and #FHCWC2018 on Twitter to join the conversation.

WI-FI

Complimentary Wi-Fi is available in all meeting areas. SSID: AlkoxylationTechnologies Password: BussChemTech

Wi-Fi sponsored by BUSS ChemTech

Every day is full of wonderful moments.

Birds singing outside your window.

The clean feel of a freshly washed shirt.

A blue sky without a cloud in sight.

The smiling faces of children at play.

A tasty meal after a hard day's work.

Some days are special —

weddings, birthdays, holidays ...

But even the ordinary days are precious.

At Lion our business revolves around ordinary days.

Providing the products people need

to maintain good lifestyle habits.

Supporting cleanliness, health and comfort,

while protecting our global environment.

This is our mission, one in which we take pride.

Inspired by the wonder of everyday life.

Dedicated to creating a future full of health, hope and happiness.

For people everywhere around the world.







e-Poster Presentations

e-Posters are available for viewing in the meeting app through November 30, 2018. See page 10 for app download instructions. Abstracts are published as submitted.

POSTER REVIEW COMMITTEE

The Fabric and Home Care World Conference thanks the JSD Editorial Team for volunteering their time to review the Conference e-Posters!

George A. Smith, Sasol North America, USA Nancy A. Falk, Clorox Services Co., USA

Carlos Rodríguez-Abreu, Institute for Advanced Chemistry of Catalonia, Spain

Bio-based Ethoxylated Products with Reduced Carbon Footprint. B. Scott Jaynes, Greg Smith, Scott Tuchinsky, Sarah Hampson, and Chris Sayner, Croda, Inc., USA

Effect of Narrow Range Oligomer Distribution on Physiochemical and Performance Properties. George Smith, Sasol North America, USA

Effect of Surfactant Structure on Hard Surface Cleaning Performance. George Smith, Sasol North America, USA

Fragrance Microencapsulates Reduce Malodor and Improve the Fragrance Profile of Laundry Products. Terry Crutcher, Ashland Specialty Ingredients G.P., USA

High Foaming, Bleach Stable Surfactant Alternative to Laurylamine Oxide. Philip Benes, Nease Co. LLC, USA

Hyperspectral Imaging for Evaluating Performance of Polymers on Household Surfaces. Germain Puccetti and Purvita Shah, Ashland, USA

Improving Super-concentrated Liquid Detergent Washing to Increase Life Satisfaction. Hiroyuki Masui and Shiho Okazaki, Lion Corporation, USA

Linear Alkylbenzene Process Technology Update: Increased Product Yield and Flexibility. Greg Boughey¹, Larry Erickson¹, Amanda Hickman¹, Murad Gharibeh¹, Stephen Sohn¹, Ignacio Lopez², Jacques Meunier², Javier Peláez², ¹Honeywell UOP, USA; ²Cepsa, Spain

Softness Evaluation Through the Use of Texturometer Equipment. Elvis Barreto, Cristiane Canto, Juliana Stelle, and Claudivania Celestino, and Oxiteno, Brazil

The Impact of Electrolyte on the Adsorption of Methyl Ester Sulfonate at the Air-**Solution Interface.** Hui Xu¹, Robert Thomas², Jeffrey Penfold³, ¹KLK OLEO, Malaysia; ²University of Oxford, UK; ³Rutherford-Appleton Laboratory, UK

Have questions?

Connect with poster authors in the app. See page 10.

Looking for more?

Journal of Surfactants and Detergents, a journal of the American Oil Chemists' Society (AOCS) publishes scientific contributions in the surfactants and detergents area. This includes the basic and applied science of petrochemical and oleochemical surfactants, the development and performance of surfactants in all applications, as well as the development and manufacture of detergent ingredients and their formulation into finished products.

Visit aocs.org/JSD for details.



Antitrust Policy

The American Oil Chemists' Society (the "Society") intends to strictly comply with the antitrust laws of the United States, all state governments, and any other relevant governing authority (the "Antitrust Laws"), and in furtherance of this intention, proclaims the following Antitrust Policy:

- I. The Society shall not be used in a manner which violates the Antitrust Laws, and members of the Society, in their capacity as representatives of the Society, shall not tolerate, encourage or participate in any activity which could reasonably be expected to result in a violation of the Antitrust Laws.
- II. This policy shall apply to all membership, board, committee and other meetings of the Society, and all events attended by individual members of the Society in their capacity as representatives of the Society.
- III. The Society recognizes that the Antitrust Laws make certain activities between industry participants unlawful, and the Society expressly prohibits participation in such activities at any event which the Society holds or sponsors, or by any member of the Society at any event in which such member participates as a representative of the Society. Such prohibited activities include the following:
 - A. Non-competition, territorial division, or operationally restrictive agreements;
 - B. Boycotting, blacklisting, or unfavorable reporting; or
 - C. Discussion of these and other prohibited matters, including the following:
 - i. Price, price fixing, price calculation, or price changes;
 - ii. Costs;
 - iii. Terms or conditions of sales;
 - iv. Quote decisions;
 - v. Discounts;
 - vi. Product or service offerings; or
 - vii. Production or sales volume, capacity or plans.

IV. In the course of any event in which activities or discussion threatens to border on a prohibited matter, any member, officer, director, employee or representative of the Society present at such event in such capacity shall request that the activity or discussion be terminated immediately, and if such termination does not immediately occur, such person shall seek recordation of the problem if appropriate, shall cease all participation in the event, and shall report the matter to the Society at the earliest possible opportunity.

V. A copy of this Antitrust Policy shall be given at least annually to each officer, director, member, representative, or employee of the Society, or any other party participating in the Society, and the Antitrust Policy shall be readily available at all membership meetings.

The Exhibition

GRAND BALLROOM

Discover the leading-edge business and technology solutions available to the fabric and home care industry!

EXHIBITION SCHEDULE

Monday, October 29 Tuesday, October 30 Wednesday, October 31

10 a.m.-6 p.m.

8-11 a.m.

10 a.m.-6:30 p.m.

, ,

EXHIBITORS



See the app for an exhibition map and exhibitor descriptions.

See page 10 for download instructions.



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BOOTH #406

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