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## Beauty Standard for New Normal: What Indonesian Beauty Advertising Tell us?

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**To cite this document :**

Afriza, D. (2021). Beauty Standard for New Normal: What Indonesian Beauty Advertising Tell Us?. Conference Series, 3(1), 171-188. Retrieved from <https://adi-journal.org/index.php/conferenceseries/article/view/359>

**Abstract**

*This paper aims to examine how beauty product brand advertisements adapt to new habits due to the Covid-19 pandemic. A brand list of 295 brands was compiled. The keyword "ad + 2020 + (brand name)" is used for the Google Images search engine. This study found that the majority of beauty advertisements in Indonesia did not respond to the Covid-19 pandemic at all. This research also found that beauty advertisements in Indonesia that responded to the Covid-19 pandemic did so in five ways, namely campaigning to fight the Covid-19 pandemic, providing discounts and free shipping, providing protection for consumers outside the home, campaigning for CSR, and further promoting the products. This research is limited to beauty product brands in Indonesia. Overall, this study provides a new picture of how beauty product advertisements were run in Indonesia during the Covid-19 era.*

*Keywords: Covid-19, beauty products, business opportunities, new habits era, beauty advertisements*

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## I. INTRODUCTION

Since the determination of the Covid-19 outbreak as a pandemic on March 12, 2020, the government and private sector have mobilized many resources to reduce and eliminate the spread of Covid-19 in their countries as quickly as possible [1]. The community is also asked to take various preventive measures such as social distancing and the use of masks to cover their faces. The use of masks is recommended because it is scientifically proven to reduce the spread of Covid-19 through the air [2].

The beauty industry is one of the industries that has been severely affected by Covid-19 infection [3], [4]. The use of masks, however, covers a vital part of the main component of the beauty industry, namely the face. So far, beauty advertisements have encouraged a focus on the face as the most obvious and easy part of individual identity to apply beauty products to the public. The habit in society to cover their faces using masks causes problems for the beauty industry to show the realization of the aspects of facial beauty for the needs of society.

However, there is no real prohibition on the beauty industry from issuing ads that do not show faces. With the hope that the pandemic will end soon, beauty advertisements can continue to show facial images to audiences for various reasons. Reasons that can be raised are for example regarding beauty in the home, beauty during video conferencing or video calls, or simply ignoring the pandemic by assuming nothing happened. But rationalization of faceless beauty can also be made, for example by adhering to the recommendation to use masks, the virtue of sharia in Islamic teachings which have long advocated the use of the veil, or simply creating a new trend in society related to the image of beauty. There is a space of opportunity in the Covid-19 pandemic for beauty products to reduce skin damage due to the long-term use of masks [5].

Lately, the beauty trend has indeed begun to shift from the informal standard that a beautiful face is light-skinned. Miss World for the first time won dark-skinned women and beauty events in various countries have won dark-skinned women for the first time, even though demographically their population is generally light-skinned [6]. Likewise, models no longer have to be slender to become endorsers of beauty advertisements. The beauty industry, which was initially accused of being colorist, ageist, and sizeist (prioritizing certain body shapes) has responded to the attention of the public and has begun to change their trend [7].

In the context of the Covid-19 pandemic, the question arises whether a similar trend has emerged. Given that the pandemic has only recently occurred and not yet a year, these changes may be too brief. However, some responsive brands may view this as an opportunity,

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rather than an obstacle to their business growth. This can be risky but can lead to uniqueness which is the basis for competitive advantage in resource-based view theory [8]. Unfortunately, currently, there is very little research that focuses on the beauty industry during a pandemic [9]. This creates a research gap that can be filled with current research.

We report the response of the beauty advertising industry in Indonesia to the use of face masks during the pandemic and the new normal. We review facial beauty advertisements published in the mass media with a special focus on themes related to new habits in society in the new normal era.

## II. THEORY

Crisis communication theory states that it is very important to focus on the emotions of the stakeholders to maintain the bond [10]. Emotions determine the attribution of stakeholder responsibility and intention to behave [11]. This also applies to the relationship between companies and consumers. Advertising can be seen as an efficient survival strategy if it is accompanied by emotions attached to the current crisis [12]. Awareness of the challenges that the community has received over the Covid-19 pandemic has become part of business strategies such as through brand activism to build consumer engagement [13].

The beauty industry is an industry that is closely related to consumer emotions [14]. Therefore, the beauty industry needs to build strong bonds with consumers during the Covid-19 pandemic. Such strong ties allow both consumer retention and consumer acquisition which is difficult to achieve when there are so many competitors in the market.

Although the concept of beauty is very flexible [15] and is closely related to non-physical aspects [16], the beauty industry marketing strategy is very stereotypical. They almost always feature young women, with open faces, a certain weight, with a certain skin tone. Even promotion to groups that are not included in this group is directed to become that group with an image that this group is the ideal [17]. This makes it difficult for the beauty industry to adapt to a changing environment. This raises ambiguity about whether the beauty industry can produce a marketing strategy that adopts a crisis communication approach by building togetherness with consumers in dealing with problems, or simply maintaining stereotypes that in certain aspects, for example opening their faces and being in a crowd, are not empathy in social distancing situations and new habits due to the pandemic.

### III. METHODS

To get a list of beauty brands in Indonesia, we checked the brand list of e-commerce sites in Indonesia. We found that Priceprice.com has the most comprehensive list of beauty product brands in Indonesia. This site lists 295 beauty product brands [18]. For this reason, all of these brands are used as keywords on the Google image search engine. The search was carried out with the keyword "ad + 2020 + (brand name)". The image that comes out is only observed on the first page. Researchers noted the brands that represent the Covid-19 campaign in their promotions. Campaign types are grouped by campaign type and discussed as research findings. The list of brands studied is shown in Table 1 below. The reason for using this method is because the use of the Google Images search engine is an online image database. The use of Google Image can reveal visual themes found in the geographic range covered by the language used, in this case, Indonesia. The use of Google Image is recommended as a source for academic research [19]. Several studies in the advertising and health sector use Google Image as a data source [20]–[22].

**Table 1.** Beauty Product Brands Studied.

<b>N</b>	<b>Brand</b>	<b>N</b>	<b>Brand</b>	<b>N</b>	<b>Brand</b>
<b>o.</b>	<b>Brand</b>	<b>o.</b>	<b>Brand</b>	<b>o.</b>	<b>Brand</b>
		10		20	
1	Wardah	1	Love Beauty and Planet	1	Soap & Glory
		10		20	
2	Emina	2	3CE	2	Dear, Klairs
		10		20	
3	Garnier	3	Nameera	3	Jellys
		10		20	
4	The Body Shop	4	Fanbo	4	Mad for Makeup
		10		20	
5	Viva	5	Ciptadent	5	BrunBrun Paris
		10		20	
6	Nivea	6	Jafra	6	Kojie San
		10		20	
7	Pond's	7	Inez Cosmetics	7	Calvin Klein
		10		20	
8	Somebymi	8	Naturie	8	Gillette

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	10		20
9 Pixy	9 Hanasui		9 Banana Boat
	11		21
10 Maybelline	0 Dear Me Beauty		0 Rose All Day
	11		21
11 Safi	1 Ovale		1 Neutrogena
	11		21
12 Clean and Clear	2 Clio Professional		2 Apotcare
	11		21
13 Make Over	3 Nu Skin		3 La Roche-Posay
	11		21
14 YOU Makeups	4 Sensodyne		4 Too Cool For School
	11		21
15 L'Oreal Paris	5 elf Cosmetics		5 L'Occitane
	11		21
16 Image	6 Aqua skin		6 Leivy
	11		21
17 Vaseline	7 Clinique		7 House of Elites
	11		21
18 Innisfree	8 Mirabella		8 Jacquelle
	11		21
19 The Ordinary	9 Glamglow		9 Caring Colors
	12		22
20 Mustika Ratu	0 Simple Skincare		0 JustMiss Cosmetics
	12		22
21 Sariayu	1 City Color		1 Palmolive
	12		22
22 Laneige	2 April Skin		2 Vonvon
	12		22
23 Dove	3 Sebamed		3 Freeman Beauty
	12		22
24 Focallure	4 Burberry		4 Living Proof
	12		22
25 Pantene	5 Shu Uemura		5 Purivera Botanicals

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	12		22
26 NYX Cosmetics	6	TONYMOLY	6 Black Swallow
	12		22
27 Madame Gie	7	COVER FX	7 Collection
	12		22
28 Nature Republic	8	AVENE	8 Bali Ratih
	12		22
29 COSRX	9	CATHY DOLL	9 Goban Cosmetics
	13		23
30 La Tulipe	0	MISSHA	0 Banila Co.
	13		23
31 Natur-E	1	PAC	1 Gulaco
	13		23
32 Hada Labo	2	NUXE	2 Kailijumei
	13		23
33 Purbasari	3	SELSUN	3 OPI
	13		23
34 Mineral Botanica	4	THE SAEM	4 Acwell
	13		23
35 Olay	5	HAPLE	5 Mamaya
	13		23
36 Benefit cosmetics	6	SARANGE	6 SAUCE
	13		23
37 Dettol	7	ESQA	7 Carex
	13		23
38 Cetaphil	8	ANASTASIA BEVERLY HILLS	8 Maska
	13		23
39 SK II	9	STILA	9 Novexpert
	14		24
40 Sephora Collection	0	KRYOLAN	0 Lucas Papaw
	14		24
41 Revlon	1	LISTERINE	1 Dazzling White
	14		24
42 Rexona	2	PERIPERA	2 Aiken

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	14	Rudy Hadisuwarno	24	
43 Etude House	3	Cosmetics	3	Kose
	14		24	
44 Pepsodent	4	Sis2Sis	4	Shannen
	14		24	
45 Make up for ever	5	Dewi Sri Spa	5	Hourglass Cosmetics
	14		24	
46 Sunsilk	6	Giorgio Armani	6	Wink and Kiss
	14		24	
47 Veet	7	By Lizzie Parra (BLP)	7	Klavuu
	14		24	
48 Lifebuoy	8	Mane 'n Tail	8	It's Skin
	14		24	
49 Everwhite	9	Pigeon	9	Acnol
	15		25	
50 Ellips	0	Dior	0	Evete Naturals
	15		25	
51 LT Pro	1	My Beauty Story	1	Masami Shouko
	15		25	
52 Pinkberry	2	Mediheal	2	The Bath Box
	15		25	
53 Nacific	3	My Raiku	3	Bio-Essence
	15		25	
54 Silkygirl	4	Rejoice	4	LA Colors
	15		25	
55 Sensatia Botanicals	5	Playboy	5	Evian
	15		25	
56 Lakme	6	Wak Doyok	6	She.Her.Hers.
	15		25	
57 Makarizo	7	Luxcrime	7	BoHo
	15		25	
58 Too Faced	8	Heimish	8	Herbivore
	15		25	
59 St. Ives	9	SASC	9	Kleveru Organics

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	16		26
60 Wet n Wild	0	Glossier	0 Polka
	16		26
61 Ultima II	1	Beautyblender	1 Scentio
	16		26
62 LA Girl	2	Adidas	2 Rovectin
	16		26
63 Urban decay	3	Rollover Reaction	3 Sukin
	16		26
64 Oriflame	4	Canmake	4 Votre Peau
	16		26
65 Kao	5	Shiseido	5 TROPE Cosmetics
	16		26
66 Head & Shoulders	6	Beauty Box	6 Babyliss PRO
	16		26
67 Herborist	7	Pulchra	7 Good Virtues Co.
	16		26
68 Pixi	8	Aliver	8 I'm From
	16		26
69 Natur	9	Brasov	9 By Whishtrend
	17		27
70 Axe	0	Lavie Lash	0 Egyptian Magic
	17		27
71 Zoya Cosmetics	1	ColourPop	1 INNERTRUE
	17		27
72 Somethinc	2	Tutti Frutti	2 O'2Nails
	17		27
73 Lux	3	For Skin's Sake	3 Utama Spice
	17		27
74 Bioderma	4	Skinfood	4 LuLuLun
	17		27
75 CLEAR	5	Kat Von D	5 The Browgal
	17		27
76 Marcks'	6	Inglot	6 Denta Secret

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	17		27
77 Lancome	7	Catrice	7 Bio Oil
	17		27
78 Hugo Boss	8	Miranda	8 Himalayan Herbals
	17		27
79 Red-A	9	MAC Cosmetics	9 Nourish
	18		28
80 Bourjois	0	Kiehl's	0 Original Source
	18		28
81 Foreo	1	Metal Fortis	1 Philosophy
	18		28
82 Marina	2	Organic Supply Co.	2 Yves Rocher
	18		28
83 Holika Holika	3	Antis	3 Cottages
	18		28
84 theBalm	4	Indoganic	4 Per-Fekt
	18		28
85 Verile	5	Kerastase	5 Azaleas
	18		28
86 Implora	6	Mavala	6 Neogen
Fenty Beauty by	18		28
87 Rihanna	7	Chanel	7 Armando Caruso
	18		28
88 Tresemme	8	Davines Davines	8 Klei & Clay
	18		28
89 The Face Shop	9	Nuvo	9 Sigma Beauty
	19		29
90 Moko Moko	0	Marc Jacobs Beauty	0 Trilogy
	19		29
91 Estee Lauder	1	Boscia	1 HERA
	19		29
92 Sulwhasoo	2	Rom&nd	2 J.Cat Beauty
	19		29
93 Marshwillow	3	Tropical Studio	3 Palmer's

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		19		29	
94	Formula	4	DHC	4	Color Me
		19		29	
95	Bioaqua	5	Lush	5	FANCL
		19			
96	BECCA	6	Avoskin Beauty		
		19			
97	Mizzu	7	CHAMPION		
		19			
98	Senka	8	Laura Mercier		
		19			
99	Mentholatum Acnes	9	Vienna		
		10		20	
0	Dr.Jart +	0	Jedar Cosmetic		

#### IV. RESULTS

The following table shows the themes raised by the brands studied. We found very few brands. The minimum response to the Covid-19 pandemic is surprising because it contrasts with the large number of cosmetic brands circulating in Indonesia. However, it should also be recognized that many of these brands are sold locally and have limited distribution. Of course, however, Google Images has the power to capture images of these products, and data about them can still be obtained. Some may also not advertise at all in 2020 and the images that appear are images from the previous year. In this case, the same findings will also be obtained, namely that there is no real response regarding the Covid-19 pandemic on the brand.

**Table 2.** Themes and Brands using it.

Theme	Brand	Total	Frequency
Campaigning for the public to fight the Covid-19 pandemic	Wardah, Nuvo, Neutrogena	3	1%
Provide discounts and free shipping for product orders at home	The Body Shop, Mineral Botanica, Sephora Collection, Pinkberry,	13	4 %

	Dewi Sri Spa, Rollover Reaction, Avoskin Beauty, The Bath Box, Klavuu, BrunBrun Paris, Etude House, Innisfree, Somebyme		
Providing services and protection for consumers who are outside the home	Nature Republic, Lifebuoy	2	1%
Campaigning for CSR with the theme of Covid-19	Herborist, Inez Cosmetics	2	1%
Promote the product further because Covid-19 is an opportunity for these products to stand out even more	Axe, Antis	2	1%
<b>Total</b>		<b>15</b>	<b>7 %</b>

The majority of the strategies taken by beauty product brands that respond to Covid-19 are to provide discounts and discounts. This is manifested in the campaign "You are #dirumahaja", "comfort package #dirumahaja", "#dirumahaja", "#dirumahaja keep expressive", "#Spadirumahaja", "more productive at home", and "#stay at home. deals ". Meanwhile, brands trying to raise morale against the pandemic carry messages such as "# always be happy" and "face the attack of viruses and germs". Brands that provide services and protection for consumers outside the home carry the "#pegipeginyalebihaman" campaign, and "the virus is everywhere". CSR is also a component of the marketing strategy with the headline "action to prevent corona". Perfume and hand sanitizer products can further accentuate their products by taking advantage of the momentum of Covid-19 as a means of focusing attention on the non-face or hands.

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## V. DISCUSSION

The Covid-19 pandemic and new habits can be considered very early because it hasn't been going on for a year. Changes in the marketing of beauty products are still very traditional. Only 7% included the Covid-19 campaign as part of their product marketing efforts. Only about 1% of beauty product brands use the pandemic as a component of CSR (Corporate Social Responsibility) that is published to the public (and therefore, as a marketing component) [23], [24]. This is a good action because research results have found that the public believes that the private sector can play a major role in helping to overcome the Covid-19 crisis [25]. The private sector can help in creating a new standard of beauty in the new normal era rather than maintaining the old beauty standards which are colorist, ageist, and sizeist [26]. But this is not observed in our sample, showing that beauty standards do not change at the industry level, although at the public level there is at least a change in fashion taste [27], [28]. If a brand can create a positive consumer voice regarding new types of beauty, there can be changes in social norms in attitudes to behavior in society [29].

At a strategic level, efforts to capitalize on Covid-19 for beauty products are indeed quite risky. If a brand markets a beauty product that smoothes facial skin after wearing a mask, does this mean that wearing a mask can harm skin health? Can this make a segment of society who is very concerned about facial beauty reluctant to wear masks? This can create controversy and allow negative word-of-mouth to occur [30]. If a brand markets beauty products that create a beautiful image for mask wearers, does this mean that it is against social norms in Muslim society that the purpose of wearing the veil is to cover beauty?

Not to mention the technical challenges for beauty products to create an 'aura' of beauty in mask users. Psychological studies show that the use of masks has the impression of being a barrier to interpersonal communication. It removes the ability to express and perceive the facial expressions of the interlocutor because it divides the face into two parts: the open part on top and the closed part below [31]. Researchers offer the use of botulinum toxin (botox) to reduce negative emotions and promote the well-being of mask wearers and people who communicate with mask wearers because it suppresses the glabellar line and a person's ability to wrinkle [31]. In Indonesia, Botox is an off label drug, which is a drug that is not officially registered for a specific therapeutic purpose, but in practice, it is used for that therapy. On-label, Botox is used to treat strabismus and hemifacial spasms and blepharospasm, but on the off-label, it is used as an eye cosmetics [32].

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Perhaps the biggest challenge facing the beauty industry today is not developing new standards of beauty, but surviving a drastic decline in sales. In this situation, the risk perception is very high. Prospect theory emphasizes that humans are more willing to take low-risk actions even though they provide little benefit, rather than taking high-risk actions even though they can provide large benefits [33]. Without considering the right marketing strategy to communicate brands that capitalize on Covid-19, there is a big risk for beauty brands to market their products with a pandemic theme [34]. This explains why the vast majority of beauty brands in Indonesia do not respond at all to the pandemic situation. Products that are meant to treat eye beauty and some hand sanitizer products also do not promote themselves as highly relevant products in the Covid-19 era.

The commodification of pandemics in Indonesia is indeed observable and gives more hope to the industries that are being affected. They become a kind of disaster capitalist [35] who use Covid-19 pandemic as part of the opportunity component in the SWOT analysis, rather than the threat component. Industries like this try to open up new markets and develop new commodities that are consumed by the public using the themes of preparation, safety, protection, and care [36]. The beauty industry can be part of a capitalist catastrophe, but is it ethical, and is it just a moment of the flare-up, maybe say "the year of stay at home"?

Our analysis shows that the marketing of beauty product brands in Indonesia that responds to the Covid-19 pandemic takes five forms. First, campaigning for the public to fight the Covid-19 pandemic. This follows a general trend globally and is the most common form of response among businesses [37]. They do not claim that their products can be used in the home, when wearing masks, or in other new behavioral conditions, but simply to encourage people to stay healthy. This is intended to create an emotional bond between brands and consumers so that they can lead to positive brand attitudes from society [11], [38]. Even so, this strategy may still be too shallow to provide consumer engagement because it has not touched other dimensions such as spiritualism, existence, and humanity [39].

Second, providing discounts and free shipping for ordering products at home. This category is the most widely adopted as a marketing strategy for cosmetic products. Brands keep people at home while emphasizing that this behavior does not limit them from being beautiful and expressive. This strategy is also rational to take to keep encouraging purchases, even though it must provide various discounts. Marketers feel free to use endorsers without masks because their products are used at home, not in public spaces.

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Third, providing services and protection for consumers who are outside the home. This has even led to exaggerated claims that their product can eliminate the Covid-19 virus. Some others carry out public activities as if without a pandemic situation at all as if giving the impression that by using their products, the public will be safe in crowded public spaces. This strategy can be seen as quite courageous and risks creating controversy if it becomes part of a public narrative.

Fourth, campaigning for CSR with the theme of Covid-19. This step is a wise step in taking growth opportunities for brands in the Covid-19 era [40]. Marketers do not seem to market their products by taking the opportunity of public emergencies but providing real support for public health efforts, of course by continuing to carry their brand. This is the best way to accommodate public aspirations and enable the acquisition of new consumers, even for those who are not familiar with the product at all. Meanwhile, old consumers are increasingly loyal to their brands because they get an added value due to the impression that they too, as consumers, are participating in pandemic prevention efforts.

Fifth, promoting further products because Covid-19 is an opportunity for these products to stand out even more. This step is fairly thorough in weighing the situation and can only apply to certain products. Perfume products, for example, will greatly benefit because the sense of sight is minimized through masks, allowing the sense of smell to stand out. Perfume brands are one type of brand that has the opportunity to grow because of Covid-19 [40]. This step requires a fairly high level of self-confidence because many other perfume industries have instead changed their business to selling hand sanitizer products [41]–[43].

New habits can provide fresh hope for the beauty industry by opening up new markets. Beauty is very simple [44] and allows a high degree of flexibility to generate ad differentiation in the market. In recent decades, we have witnessed a major shift in beauty standards [15]. Globalization and the progress of non-western developing countries have shifted beauty standards from prioritizing light skin to prioritizing diversity of colors. We also witness how information and communication technology shifts beauty standards from prioritizing natural faces to prioritizing edited faces [45]. The Covid-19 pandemic can lead to a shift in new beauty standards as well, related to cleanliness or behavior in public spaces. This provides a lot of opportunities for beauty product marketers in a new habit, rather than sticking to old beauty standards. Beauty products in Indonesia have succeeded in developing new beauty standards in this decade by introducing the hijab as a beauty component, considering that the majority of their consumers are Muslim [46]. They can also succeed in a new era of habits in the present and the future.

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As a result, as the period of new habits is getting longer, there is a growing understanding in society that beauty is in everyone and the task of the beauty industry is to bring out that beauty individually and healthily [47]. The culture and social environment situation in society determine the agreed beauty standards [48], [49] and the era of new habits can be environmental factors that encourage the universality of beauty. In this case, the beauty industry can not only increase product differentiation, but can also penetrate new segments that were untouched before, such as dark-skinned people, old age, high body weight, and so on.

It has also been shown that beauty in the new era of habits, regardless of what private companies advertise, can emerge from a variety of situations. Public concern for cleanliness and health leads to more natural beauty than the perceptual beauty that facial editing applications bring [50]. Self-care at home is increasingly common and has consequences on the priority of self-created beauty, rather than resulting from professional services [3]. This has led to a new standard of beauty in a new habit era which is still very wide open and untapped by the beauty industry in Indonesia.

## VI. CONCLUSION

In conclusion, beauty brands in Indonesia have not been able to meet beauty standards in the new habit era. Also, research is needed to fully understand how industry and consumer factors are integrated into shaping beauty product advertising decisions. If we are asked to state our research results as tips for beauty companies in the era of the Covid-19 pandemic, then the tips are, "if you want to win the competition in the beauty industry in Indonesia, try to be different and create new beauty standards."

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