

YOURBEAUTYMAG

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BEAUTY SOCIAL

POWERED BY UNFILTERED EXPERIENCE



LAFM LAUNCHES YOUR BEAUTY MAG OCT 6th

THE LAFM LAUNCHES NEW FASHION FOCUSED PUBLICATION, OFFERING READERS AN HONEST INSIGHT TO TODAY'S BEAUTY TRENDS - AND IT'S MAKING HEADLINES.

It is to no surprise to see the Beauty Industry making history through product innovation and unparalleled content through its visionaries. Therefore, when THE LA FASHION announced publicly at UNFILTERED XP Las Vegas that it was launching its' beauty sector; YOUR BEAUTY MAG, it was something that was quickly welcomed by all.

With the launch scheduled for October 6th, 2019 through a private event held in Soho NY, LAFM will be providing its clients a competitive business solution to obtain quality content through a streamlined and cost-efficient process.

But what makes this publication different than its' competitors? First off, their goal with the new publication is to close the gap between b2b and b2c by producing and releasing content faster; offering brand an effective, low cost solution to capitalize on market trends as they are happening. Already having a Branding and PR department available within LAFM, the company is able to combine best practices to and provide end-to-end services, making visions become reality.

During the event in NY, LAFM will be celebrating beauty influencer Nikki French (most commonly recognized through her work with COVER GIRL) as the first FACE OF YOUR BEAUTY MAG. The intimate event will have 10 brands hosting and re-introducing their products to a handful of Buyers, Influencers, Media and Tastemakers with canapes and bubbly being served.



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FEBRUARY 22 | LOS ANGELES

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- ENJOY SPECIAL DEALS, DELUXE SAMPLES AND EXPRESS SERVICES

- BE INSPIRED BY TALKS WITH INFLUENCERS AND INSIDERS

STAFF / CONTENT

beau-ty
/byōōdē/

noun
noun: fashion; plural noun: fashions
1 a combination of qualities, such as shape, color, or form, that
pleases the aesthetic senses, especially the sight.
2 a beautiful woman.



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YOUR BEAUTY MAG, FROM THE LA FASHION (LAFM).

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SUBSCRIPTION AND DISTRIBUTION INQUIRIES
INFO@THELAFASHION.COM
PERMISSION AND REPRINT REQUESTS:
GRAPHICS@THELAFASHION.COM

PLEASE ADDRESS ALL EDITORIAL,
BUSINESS AND PRODUCTION
CORRESPONDENCE TO:

THE LA FASHION MULTI MEDIA INC:
8549 WILSHIRE BLVD, STE #1055
BEVERLY HILLS, CA 90211

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EDITORS NOTE



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Willard



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IN THE PURSUIT OF THE BRAND PHILOSOPHY, DOUCCE STRIVES TO INNOVATE ON ALL FRONTS BY OFFERING THE MAXIMUM AMOUNT OF COLOR AND OPTIONS AT THE PERFECT INTRODUCTORY PRESTIGE PRICE POINT. BUT IT'S MORE THAN JUST COLOR AND MORE THAN JUST OPTIONS - IT'S THE BEST QUALITY MAKEUP, TOTALLY FIT FOR THE WORKING MAKEUP ARTIST ON THE RED-CARPET, BEHIND THE MOVIE CAMERA, AND BEFORE THE AISLE.





CONFESSIONS OF A BEAUTY - JUNKIE

“HI, MY NAME IS _____
AND I AM A
BEAUT’-A-HOLIC.”

I have to confess; my makeup stash is getting out of control! However, whenever I walk past all the beautiful palettes of colors in a store I can’t help but imagine how their pigment will look against my skin, or the beautiful masterpieces I will create, one stroke at a time. At least until I get home and need to find space amongst my overflowing bins.

It all started when one morning I couldn’t decide on a lip color that matched my mood. I had so many options before me that I became overwhelmed, but rather than sorting through my goods and find a form of visibility and accessibility to all my colors I just went out to buy one. Simple enough. Not until I realized I did this each day of the week, ending with 7 new lip glosses. Or so I thought they were new. A month later I decided to begin to sort through all 130 glosses, yup, 130 (137 if you counted the ones in my hand bag, 140 if you counted my desk as well).

Before long, I began to sort through more boxes. Dried out mascara, empty bronzer cases, and boxes upon boxes of neglected products. I literally owned enough product to fill a mini SEPHORA, but only used a handful of stuff. How could I have allowed this to happen? And more importantly, where did I get the money to buy all this stuff?

I once read somewhere that the average woman will spend \$15,000 on makeup during the course of her lifetime. Okay, but if I counted 140 lip glosses, at an average of \$16.00 each, that’s \$2240 already.

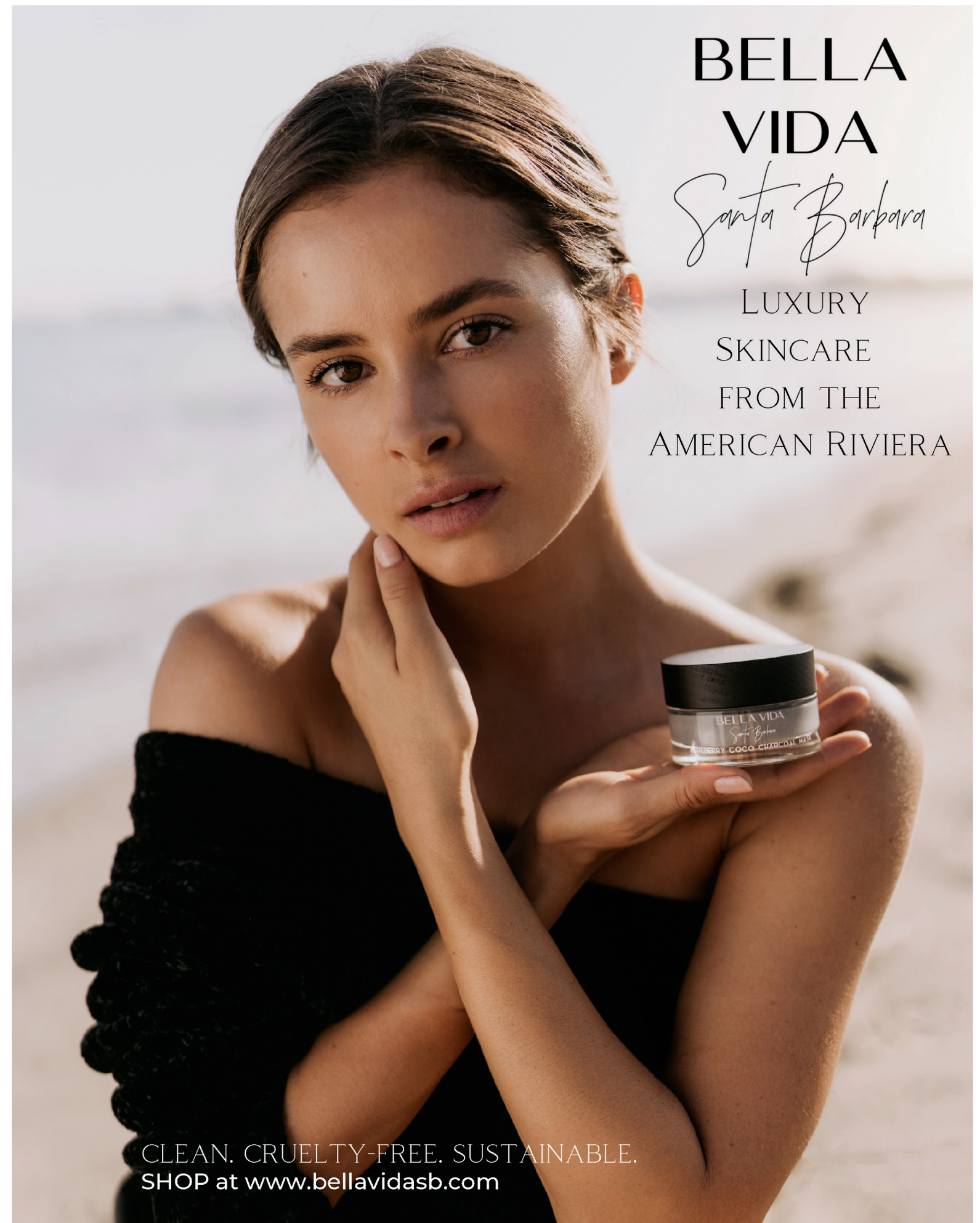
I’m very certain those are in the last 2 to 3 years. Not to reveal my age that quickly, but let’s just say I certainly have gone over that limit.

If I didn’t know better I believe I just covered my rent for the year up there, and that’s not even counting the new items I picked up today or my skincare. But how did this happen? A lot has to do with marketing being designed to target our weaknesses – insecurity. But how do you return to self-acceptance once you become a beauty victim? You step away, and learn to appreciate the art of makeup, but take pride in your bare skin.

Commit to detoxify one product at a time. Next, change your way of looking at it all. Change your standards on what is beautiful. Stop pushing for ‘Perfect’ and instead, push for ‘healthy.’

Lastly, forget the 30-day rule of breaking a habit. While you do need to allow your brain a chance to reset and truly commit, be ready to accept that it may take longer. Personally, I took a year. At first, I was afraid of what people would say if I only wore Mascara, but once I began to commit to my routines to better skin, I truly wanted to be able to show it off. I didn’t stop wearing makeup here and there – that is something that can never happen. But a detox was well needed, and I slowly realized that all I was doing each time I bought something new at Sephora or Ulta was just hating myself. Now, when I walk into those stores I shop for items because I genuinely love them.

By appreciating the art of makeup, I learned to appreciate myself.



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PHOTOGRAPHER: NATALIA G-ROBLES

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SIREN'S CURSE







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FLAT LAY SKIN



ORGASMS AND YOUR SKIN

APPARENTLY THERE IS TRUTH TO THE ‘LOVE HORMONE’ AS STUDIES
SHOW THAT ORGASMS LEAD TO BETTER SKIN!

As if we needed another reason to have them.

Do you remember your first orgasm? I do, and contrary to my boyfriends’ belief, it was self-induced courtesy of a cosmo-guide and the photo of Mr Dreamy. It took a bit to get me there, after all, it was my first time. But aside from the o-so-good sensation and heavy panting, I couldn’t help but notice how amazing my skin looked.

We have all heard about it: That amazing flush, clear skin, and overall younger look. Best of all, it’s not a myth! Now, we are not saying to throw all your beauty regimens out the window – but instead, encouraging to add a little ‘O’ to your routine.

Whether with a partner or ‘dolo’, orgasms will have people asking you what your secret is in no time. Being that it increases your heart rate and blood circulation, you will automatically see a vibrant glow to your skin and even plumper lips! Just think of the amount of money you’ll be saving off your hydration facial monthly. Also, being that orgasms releases oxytocin (often referred to as the ‘love hormone’), it makes cortisol levels drop re

lieving stress. Inflammation levels drop making pimples, rashes and eczema less noticeable.

Another hidden benefit is the workout in itself. In order to achieve the orgasm, you have to put in work. Yes, we have cardiovascular benefits that we all are pretty aware of, but you may overlook the toning of key parts of the body. Of course, the more toned you are, the less noticeable cellulite is. Maybe you do skip gym day here and there, but if you are putting the work down under you are making up those gym points, and then some.

Lastly, you have the expected – all this sex talk has us tired! And it should. The release of prolactin, a sex hormone, is the reason you are so tired after you orgasm. Luckily for you, during deep sleep is when your skin has the best opportunity to regenerate itself, allowing for fine lines and wrinkles to be less noticeable.

Therefore, as if we needed another reason to have one, do it for your skin. You owe yourself that much.

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SECRETS TO YOUNGER SKIN, NOW

WITHOUT HAVING TO OPEN UP YOUR WALLET!
(OK, *MAYBE ONCE*).

With all our busy schedules It can be difficult to change up your daily routine all at once. We all want better skin, but we have this thing called 'LIFE' that keeps us moving and unless you are a high-ranking influencer or celebrity, a monthly facial may not be in your budget.

But did you know, that there are plenty of little things you can do in order to obtain better skin at home? Some don't even cost anything, in fact, it may save you money in the long run.

You have your basic steps:
Clean Your Face Completely Before Bed, Get Enough Sleep, Drink Lots of Water, Don't Smoke

Simple enough. But if you already do these, you are probably wondering what else you can add to this simple routine. First things first, let's change out your pillowcase. Can we recommend a pillowcase made of silk or sateen? By changing out to a softer pillow/case you are opting for a less abrasive solution,

minimizing inflammation which is one of the root causes of skin aging. Another thing to consider when sleeping is to change up your positions. The reason behind this is that the more pressure you place on your face, the more you are promoting lines and wrinkles. This doesn't need to be drastic changes, but perhaps we can recommend alternating sides during the night.

Now, let's talk food. Avoid sodium especially before bedtime. Did you know sodium can cause your eyelids to retain excess fluid? Droopy lids, along with crow's feet makes you look tired and aged. You can also consider an extra pillow to elevate yourself as you sleep. Another good pre-bed suggestion is to not eat too close to bedtime. You just need to allow your food to properly digest before you go to bed, and this means 2 to 3 hours. Lastly, and don't hate me, cut back on the liquor: This is mainly because alcohol leads to dehydration. Plus, to liquor will have you tossing and turning now giving you an opportunity to have a good night's sleep.

Doing all the above and even make time for a skincare regimen? Ok, great! But, are you allowing yourself proper time to have your skincare regimens penetrate and absorb? Otherwise, all that product you're spending money on is ending up on your pillowcase and sheets. And speaking of product, do a nice hydrating sheet mask once a week. Your skin will look plump and have a glow. All you need now, is to care for your lips! This can be after you brush your teeth. Lather up with some Aquaphor and your lips will be plump and kissable come the morning.

Certainly, there are other ways to obtain the fountain of youth, but perhaps through baby steps you can gracefully say you are staying at 25 this year, and everyone will believe it.

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CANNABIS IS GETTING A GLOW-UP

“HONESTLY, PEOPLE DIDN’T REALLY KNOW ABOUT HOW BENEFICIAL CBD CAN BE PRIOR TO LEGALIZATION,” SAYS CLAUDIA MATA, COFOUNDER OF INFUSED SKINCARE LINE VERTLY. “IT’S GOT ANTI-INFLAMMATION PROPERTIES, VITAMINS A, D, AND E, AND ESSENTIAL FATTY ACIDS. THE PUBLIC IS STARTING TO VIEW IT THE WAY WE DO — MORE LIKE A VITAMIN.”

Thanks to CBD, cannabis is getting a glow up – and we couldn’t be happier. Changing the cannabis laws in a more-friendly approachable manner along with the enthusiasm around the emerging science has allowed to generate credibility for medical claims surrounding CBD. Amazing to see how a once looked down upon ingredient, often viewed as the stoner image has now become a luxury wellness.

We suppose it’s easier to accept a “no-no” item when key Hollywood stars step in such as Emma Roberts who has shared CBD as her goto for pre-oscar prep and even social media queen Kim K considering a CBD-themed baby shower. Thanks to these babes we are now able to experience this luxe-life at home!

It was all a matter of time before this became a hit, especially given that companies such as Cowen & Co who predict that the America CBD market can reach \$16 billion by 2025. But let’s face it – what does it really do?

WHAT IS CBD?

“CBD, short for cannabidiol, is one of over 80 compounds called cannabinoids extracted from the cannabis sativa plant. The two most well-known of these are CBD, which doesn’t get you stoned and THC, which does. In the days of Reefer Madness, any attention weed got was focused on THC, the component that allegedly made nice girls shack up with jazz musicians.

Strains were bred to contain high THC because people buying cannabis generally wanted to get high. CBD didn’t pique much interest stateside until the aughts when scientists started studying the health benefits of low-THC strains.”

WHAT DOES IT DO IN BEAUTY?

Topical CBD’s most enticing attributes are its anti-inflammatory and analgesic (pain-killing) properties. Scientists are finding more evidence that it can treat dry skin, psoriasis, and eczema, which is why the ingredient is popping up in so many face creams, serums, and body lotions. Also, CBD might be the ticket to clear skin, too! A 2014 study found that CBD helps suppress breakouts by regulating oil production of the sebaceous glands. That could be good news if you’ve got acne and want to avoid drugs like Accutane and spironolactone.

Also, for people who don’t want to pop pills, topical CBD takes down the pain level and reduces swelling in most cases; that’s why we’re seeing it in so many rubs and balms. It has popularly been used for achy joints or sore muscles before and after workouts.

OH – and before you ask, YES, It is legal, if it’s extracted from industrial hemp and labeled correctly of course.



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Our cover girl doesn't need any help to look this good – and nor do you

Spring brings with it a host of fabulous new make-up trends, and we've picked our favourite – the hot red lip – for this issue's cover. The best thing about it? It makes our cover girl look this gorgeous, without any help from photo trickery – and it can do the same for you!

All you need to get this gorgeous glow and bright-poppy pout is to follow a few easily mastered make-up tips. So head to the Boots website – boots.com/getthecoverlook – and learn from make-up guru Terry Barber as he shows you how to recreate the look, explains how to choose the right shade for you and tells you what else you need to get a red lip that has real staying power. Gorgeous for spring, it suits everyone, so you can work this popular pout with confidence.

nan Hair Elliot
Models 1



NOT FINAL

Hot hair
THE EASY WAY
Quick and simple, this look is all about texture. Spritz a salt spray directly through the lengths and ends of clean hair, then spray a touch into your hands, rub them together and scrunch through your roots.

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WIN!

The cover look

One of these 10 cover girl make-up kits could be yours in our FREE prize draw at boots.com/getthecoverlook



From top: **Maybelline Master Shape Brow Pencil** in Brown, £2.99/299 points; **Benefit They're Real! Beyond Mascara**, £18.50/1,850 points; **Bare Minerals Ready Bronzer** in The Deep End, £24/2,400 points; **Revlon ColorStay Lipliner** in Red, £6.29/629 points; **New Bourjois Rouge Edition** in Rouge Buzz, £7.99/799 points; **Clarins Ever Matte Skin Balancing Foundation** SPF15, £24/2,400 points (30ml)

 health&beauty 9

#FLAWLESS

The **Clarisonic** Sonic Foundation Brush, \$45, attaches to any Clarisonic device to buff in liquid or cream make-up, including foundations, bronzers, blushes and highlighters.



Victoria Beckham has re-teamed with Estée Lauder for her second limited-edition capsule make-up collection.



Pictured: Victoria Beckham Estée Lauder Skin Perfecting Powder, \$125; Matte Lipstick in Black Cassis, \$70; Smudgy Matte Eyeliner in Graphite, \$68; Eye Foil in Blonde Gold, \$60.

NOT FINAL

VB

FINISHING SCHOOL

Whether your preference is satin (**Covergirl** Melting Pout Liquid Lipstick in Gel-ful, \$14.95) or matt (**Clinique** Pop Lip Shadow in Bright Pop, \$43), both formulas deliver high-impact, long-lasting colour that will take you from coffee right through to cocktails.



WHAT'S NEW IN CLEANSERS

1

Dermalogica PreCleanse Balm, \$65, is a solid take on its iconic oil.

2

The cushiony texture of **Shu Uemura** nutrinectar Gentle Cleansing Oil In Emulsion, \$126, coddles delicate skin.

3

Caolion Pore Triple Action Cleansing Stick, \$37, transforms into an oil to help dissolve make-up.

FACE MATHS

Lightweight formulations are the key to happy summer skin



Jurlique Sweet Violet & Grapefruit Hydrating Mist, \$49.



Dior Prestige La Micro-Huile De Rose, \$350.



Bioderma Photoderm BB Cream, \$36.99.

SHAKES TO A BETTER YOU

IMPROVE MY HEALTH, LOSE WEIGHT, FEEL ENERGIZED; THAT WAS THE GOAL THIS YEAR.

I use to start my day with a big cup of coffee I couldn't live without. I relied on the caffeine to get me through the day until lunchtime where I would have another cup. However, by the time the evening rolled around I was ready to throw in the towel. That's when I realized things needed to change.

I had read about green smoothies and the benefits that came from them. Being made of fresh fruits/and or vegetables packed with essential nutrients your body needs to function at its optimal level it seemed like a myth believed to make everything better. Well, I'm here to tell you that they are, in fact, worth all the hype!

When you cut out unhealthy foods and start fueling your body properly, you begin to notice that everything falls into place. You begin to eat simple, have your digestion fall into place. You get sick less, are happier, and you notice a major increase in the beauty factor with clearer skin and healthier hair and nails.

It's the small changes that make a difference along with consistency. So why not give this a try? Here is 1 easy shake recipes to get you started -

INGREDIENTS -

- 1 c water
- 1 c spinach
- 1 apple {green}
- ½ cucumber
- 1 lemon {peeled}
- 1" chunk ginger

1 first blend the water and the spinach alone, get that to a desired consistency before adding in and blending the apple, cucumber, lemon and ginger.

2 blend all remaining ingredients together until you get desired consistency for drinking. {feel free to add ice}.

Drink and enjoy!

*For more recipes, check us out at www.thelafashion.com

PHOTOGRAPHY BY EDWARD UBRUITA, GROOMING/SNAPPER MEDIA, TEXT BY SHERINE YOUSSEF

Nikki FRENCH

by Emily Clarke

It all began back in the summer of 14' when Nikki launched her YouTube channel and posted her first media to instagram. But it's not just her talent that sets her apart, it's who she is as an individual.

HAIR / MAKEUP: @artistrybyliliana PHOTOGRAPHER: N. Vargas

SKIN: Heraux MAKEUP: Mavala

HAIR: Frizz Defence (available only @ulta)

JEWELRY: Pretty Connected & Cartier

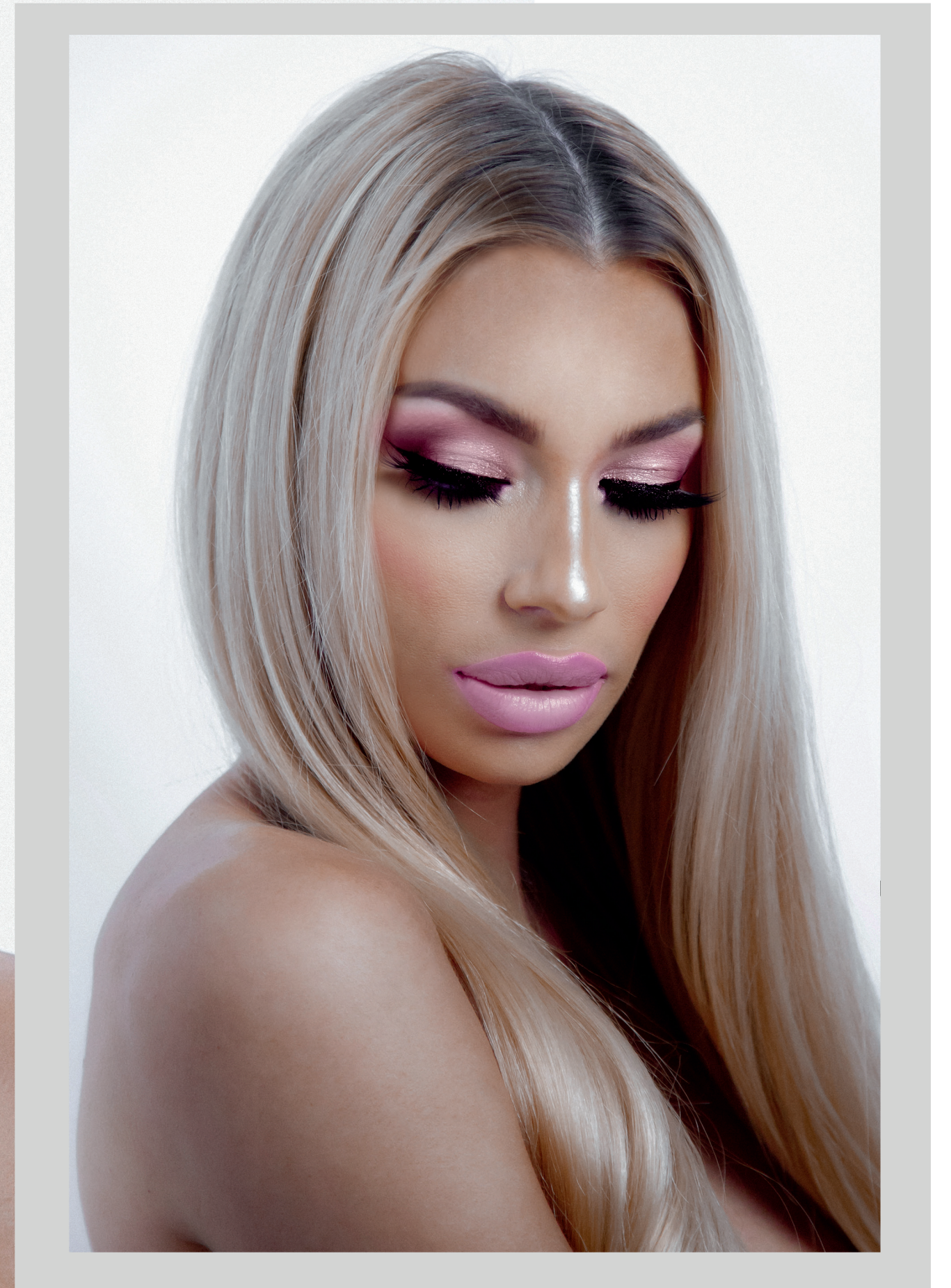


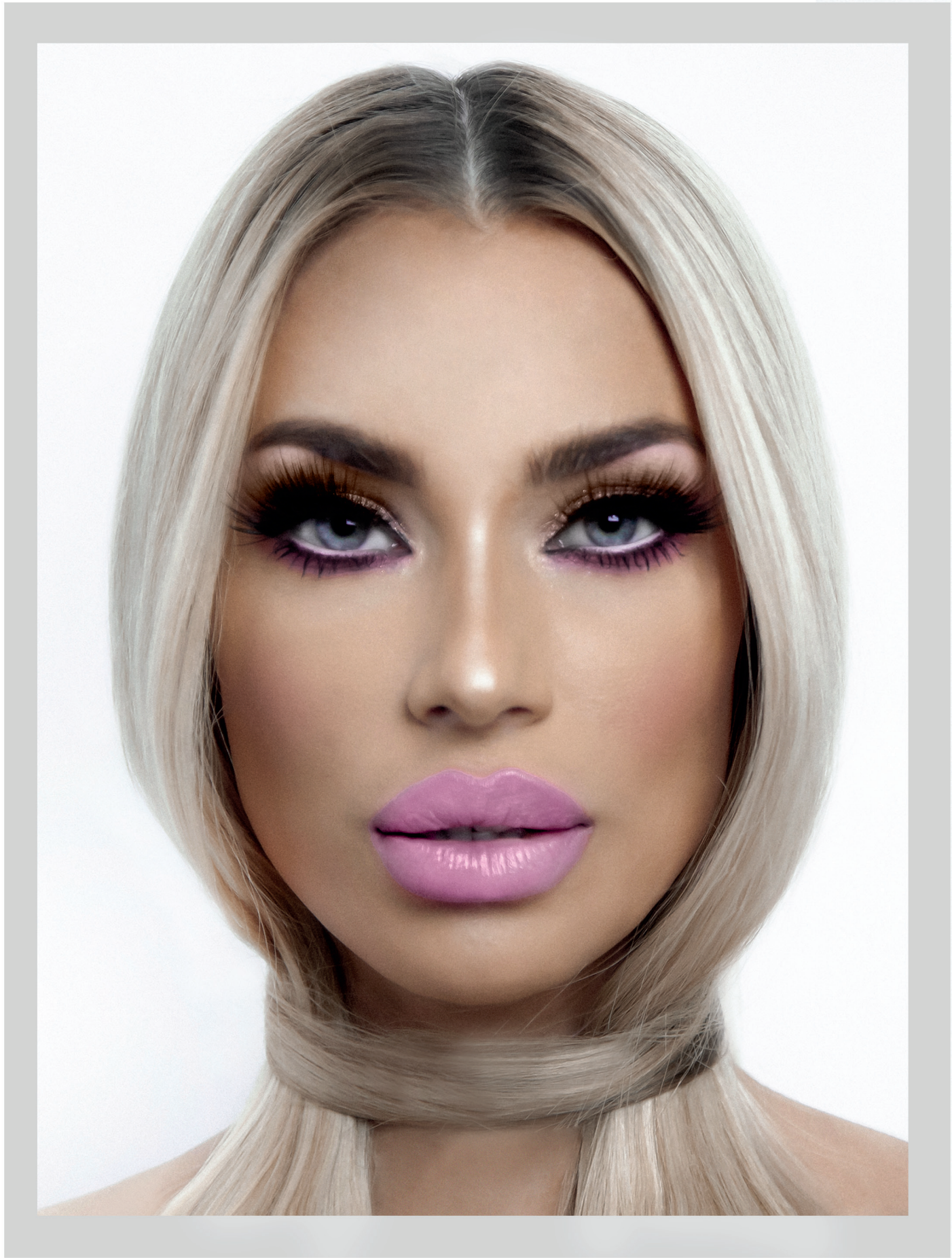




“MAKEUP IS WHO I AM”









HAIR CARE AT HOME

WE DON'T ALL HAVE TIME TO RUN OFF TO THE SALON EACH TIME WE NEED A DEEP-CONDITIONING TREATMENT BUT THAT DOESN'T MEAN YOU SHOULD NEGLECT YOUR HAIR. ALLOW US TO SHARE SOME EASY SELF-CARE TIPS ON HOW TO ACHIEVE SALON LIKE RESULTS IN THE COMFORT OF YOUR HOME.

#SELF CARE
#INVESTMENT
#RINSE AND REPEAT



We suppose it's easier to accept a "no-no" item when key Hollywood stars step in such as Emma Roberts who has shared CBD as her go-to for pre-oscar prep and even social media queen Kim K considering a CBD-themed baby shower. Thanks to these babes we are now able to experience this lux-life at home!

NOT FINAL

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WHAT IS CBD?

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ents like Bee Propolis
Tee Tree Leaf Oil,
and Grapefruit Seed
Oil that helps to
remove product build
up, excess sebum,
and toxins to help
make way for new
hair growth.

- AMAZON ”

CLINICALLY PROVEN TO REDUCE HAIR LOSS & PROMOTE HEALTHY HAIR GROWTH

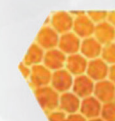
44.7% BRAZILIAN PROPOLIS EXTRACT

BENEFITS

- + Clinically proven to prevent hair loss and encourage healthy hair growth
- + Naturally heals and establishes scalp equilibrium
- + Promotes healthy scalp environment to promote hair growth
- + Reduces dandruff and scalp irritations
- + Preserves vibrant hair color

+ APPROVED BY K. FDA AFTER CLINICAL TEST FOR 7 MONTHS.

KEY INGREDIENTS



PROPOLIS EXTRACT

Natural antioxidant and antiseptic properties. Natural source of vitamins and amino acids. Provides natural sun and UV protection.



GRAPE OIL

Rich source of bioflavonoid, a powerful antioxidant. Natural emollient for hair.



APRICOT KERNEL

High in vitamins E and B17. Contains omega 6 and omega 9 fatty acids. Naturally softens and moisturizes.

IDEN'S CONCEPT IS SIMPLE AND POWERFUL – USE THE PROTECTIVE AND NOURISHING PROPERTIES OF BEE PROPOLIS TO PROMOTE HEALTHY HAIR, SCALP AND SKIN. WE STRIVE TO DEVELOP ECO-FRIENDLY, INNOVATIVE AND MULTIFUNCTIONAL PRODUCTS BY COMBINING BEE PROPOLIS WITH NATURAL AND ORGANIC BOTANICAL EXTRACTS TO ACHIEVE THE HIGHEST PERFORMANCE IN NATURAL HAIR & SCALP THERAPY.



iden[®]
PROPOLIS

BEAUTY TOOLS



NATALIE
LASHES

UNFILTERED LAYOUT

UNFILTERED LAYOUT

HAIR Flat Lay

LA VIE EST BELLE

MODEL: @SENSEISHAAA

ARTIST: B. GARCIA

PHOTOGRAPHER: NATALIA G-ROBLES

PRIMER: TRUTH TREATMENT

SKIN: BEAUTY BLENDER

SHADOW: BH COSMETICS

HIGHLIGHT: KAKAU LOPES

LASHES: ARDELL

LINER: DASOMI

HAIR: FRIZZ DEFENSE

(AVAILABLE AT ULTA)

NAILS: MAVALA

CLOTHING: RENT THE RUNWAY







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DANIELA CIOCAN

GOING FROM CNA TO CEO

THANKS TO CBD, CANNABIS IS GETTING A GLOW UP – AND WE COULDN'T BE HAPPIER. CHANGING THE CANNABIS LAWS IN A MORE-FRIENDLY APPROACHABLE MANNER ALONG WITH THE ENTHUSIASM AROUND THE EMERGING SCIENCE HAS ALLOWED TO GENERATE CREDIBILITY FOR MEDICAL CLAIMS SURROUNDING CBD. AMAZING TO SEE HOW A ONCE LOOKED DOWN UPON INGREDIENT, OFTEN VIEWED AS THE STONER IMAGE HAS NOW BECOME A LUXURY WELLNESS.

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OH – and before you ask, YES, It is legal, if it's extracted from industrial hemp and labeled correctly of course.

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NOT FINAL



HANK & HENRY

A BRAND OF IT'S OWN

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NATALIE NUNN

MOTHER, CELEBRITY & BEAUTY ‘SHE-EO’

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NATALIE
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DR LILI FAN

PROVING ENVIRONMENTAL AGING CAN BE ALTERED

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JOSUE MARTINEZ

PROFESSIONAL BEAUTY INFLUENCER & MAKEUP INSTRUCTOR FROM LOS ANGELES, CA

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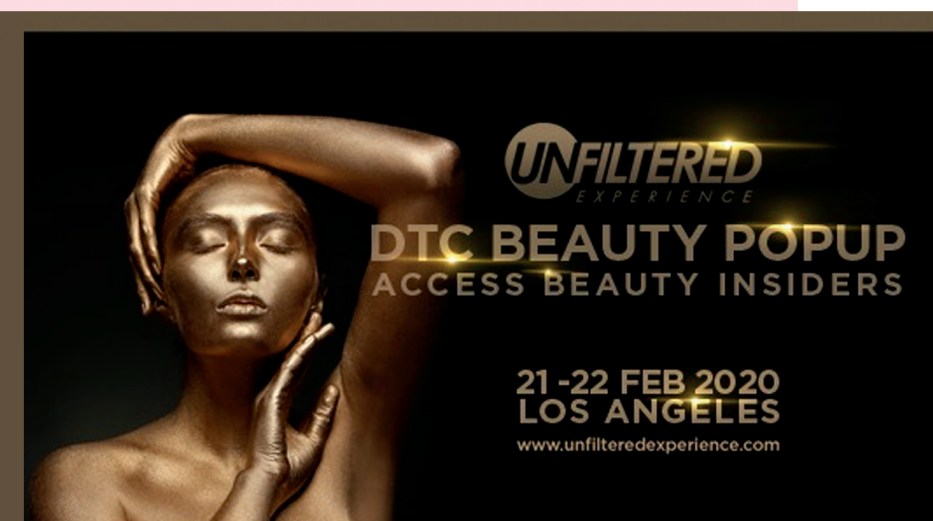
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