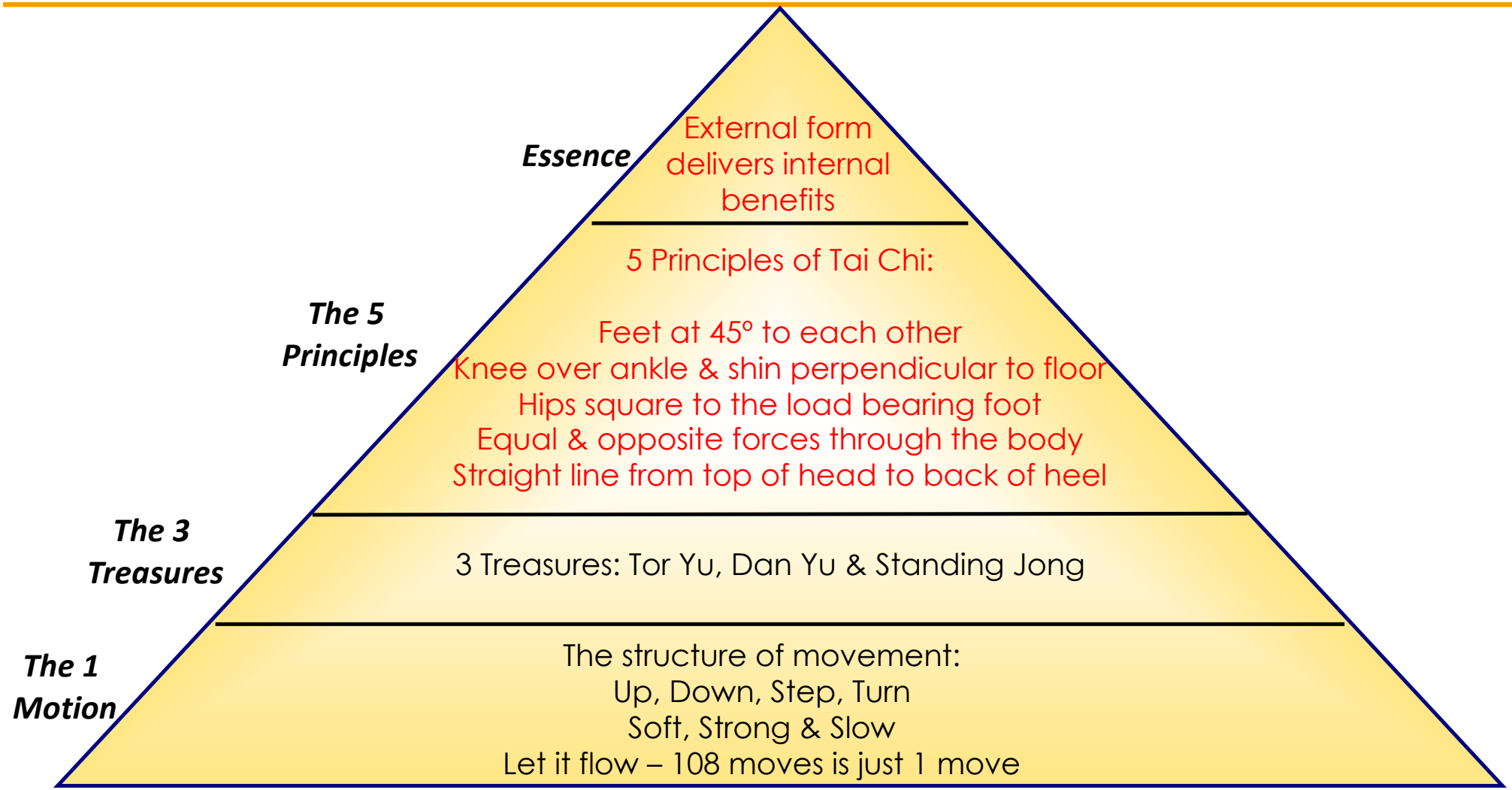Tai Chi:
Brand Pyramid