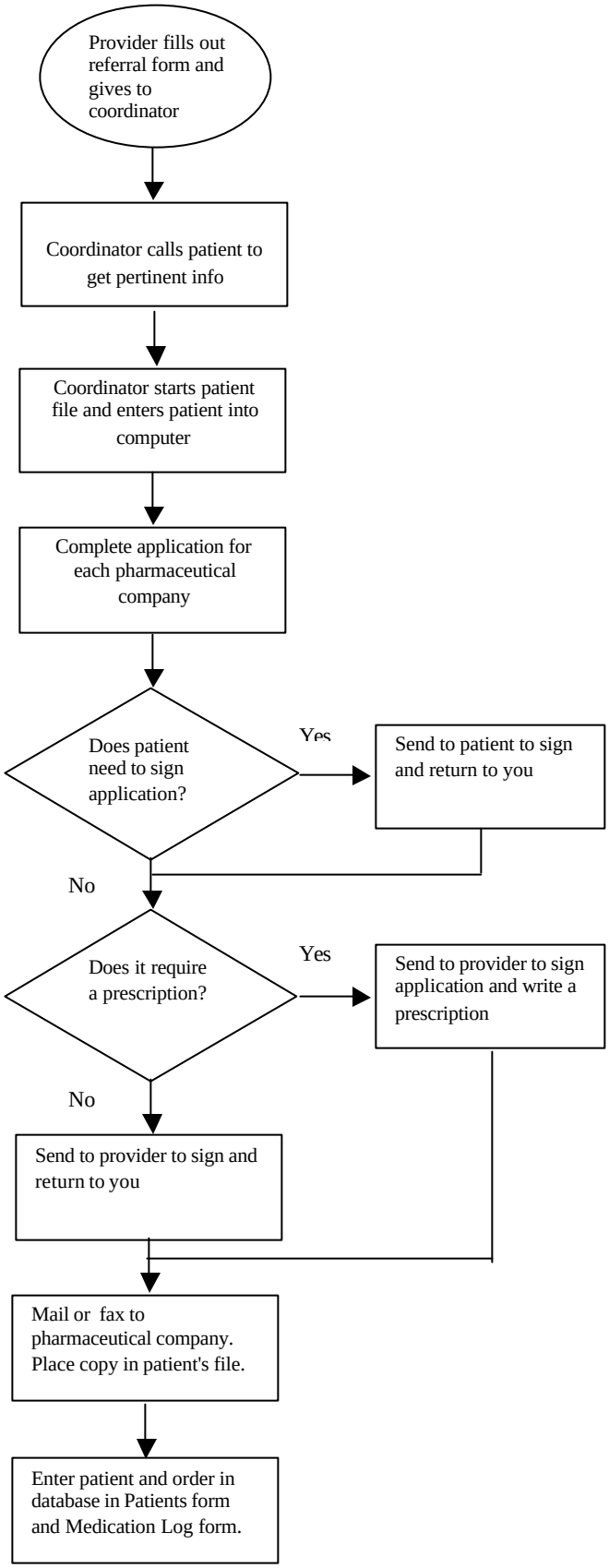Referral & Initial Order