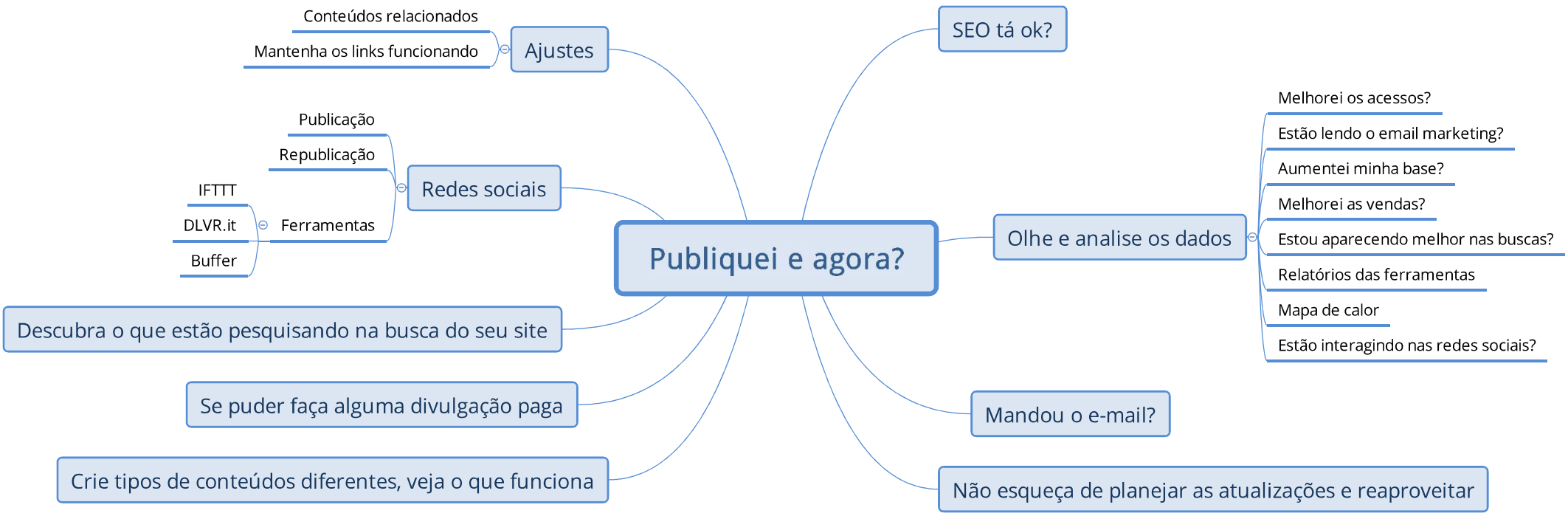Preciso criar conteúdo E agora?