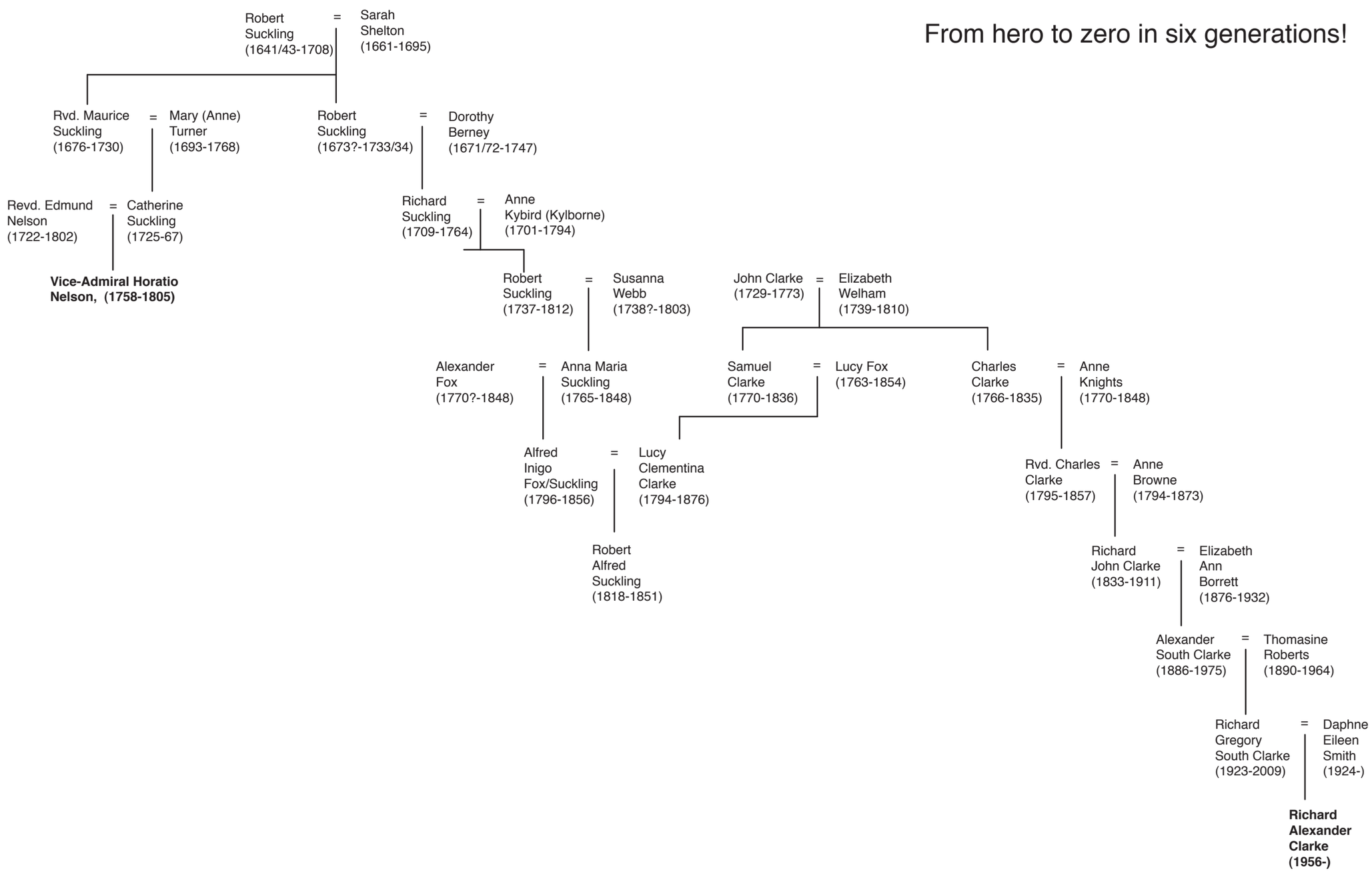From hero to zero in six generations!