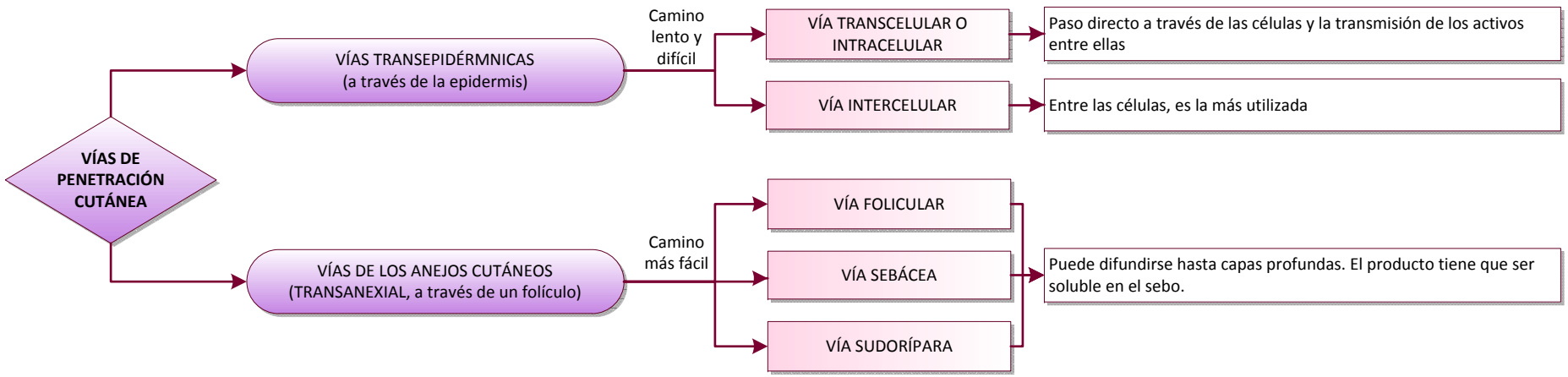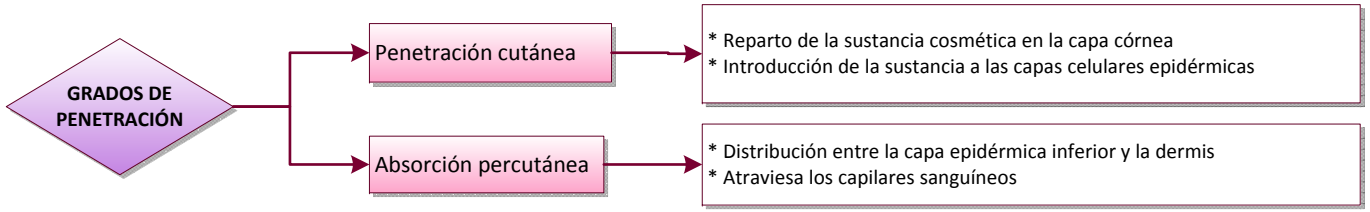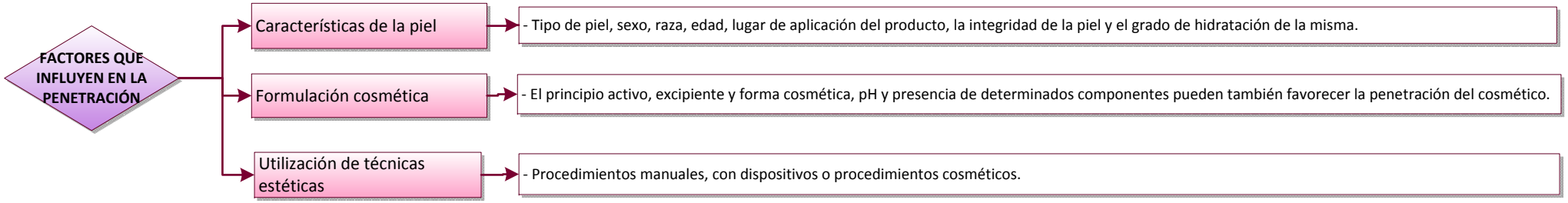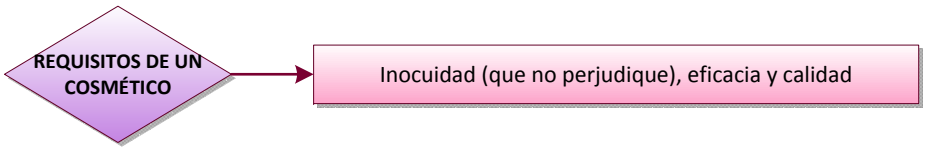PENETRACIÓN DE LOS COSMÉTICOS EN LA PIEL