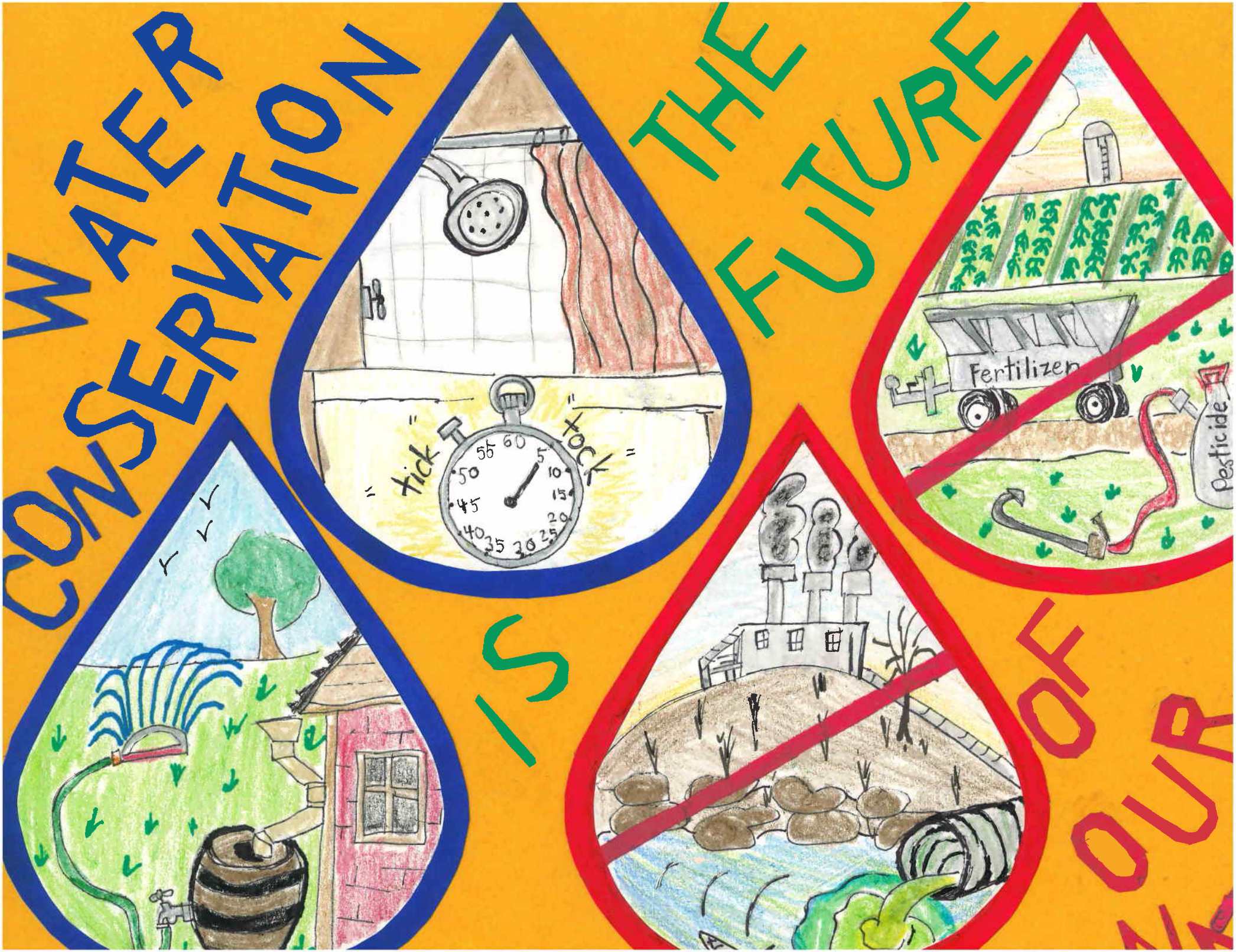WATER CONSERVATION IS THE FUTURE OF OUR