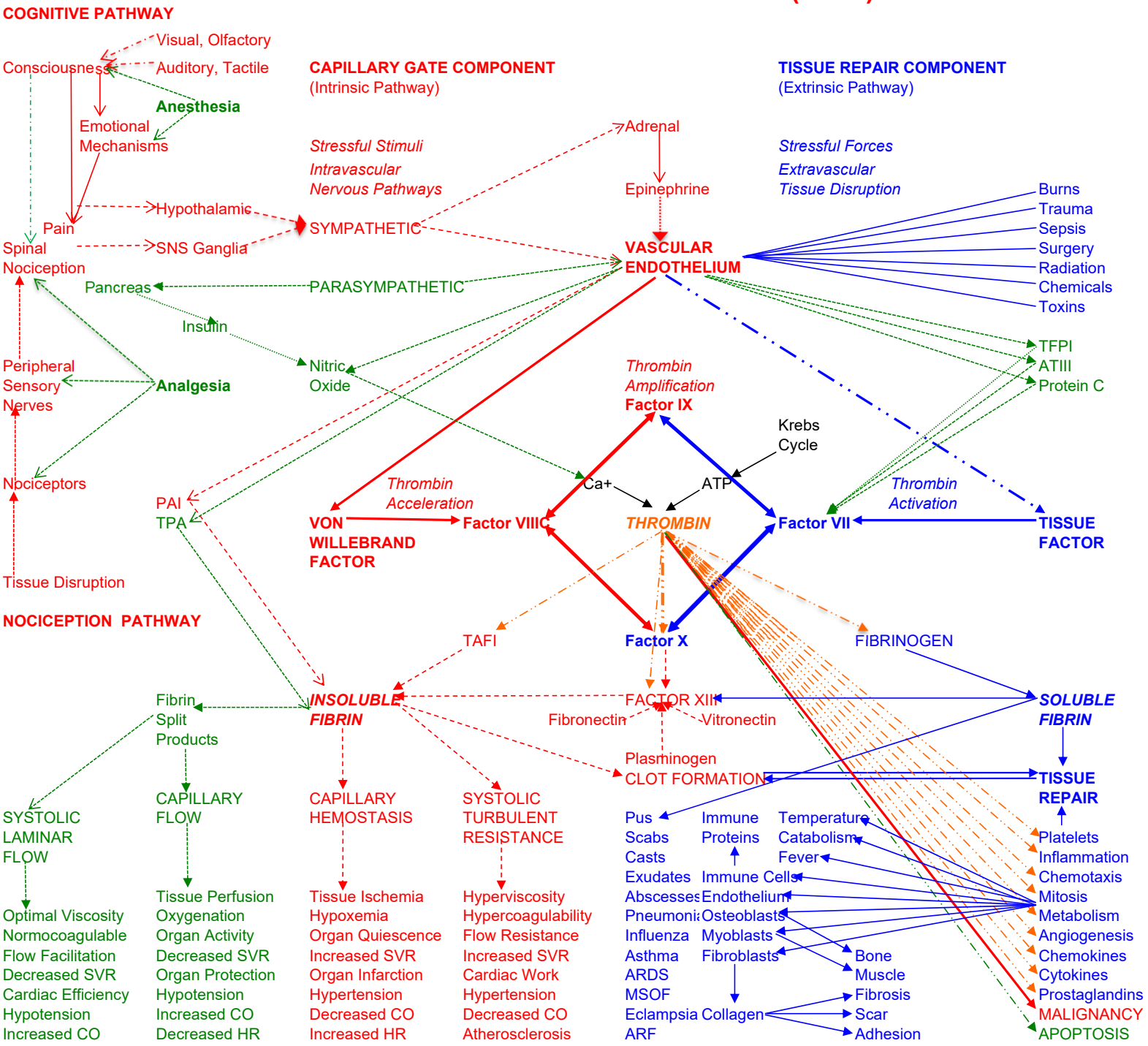The Mammalian Stress Mechanism (MSM)