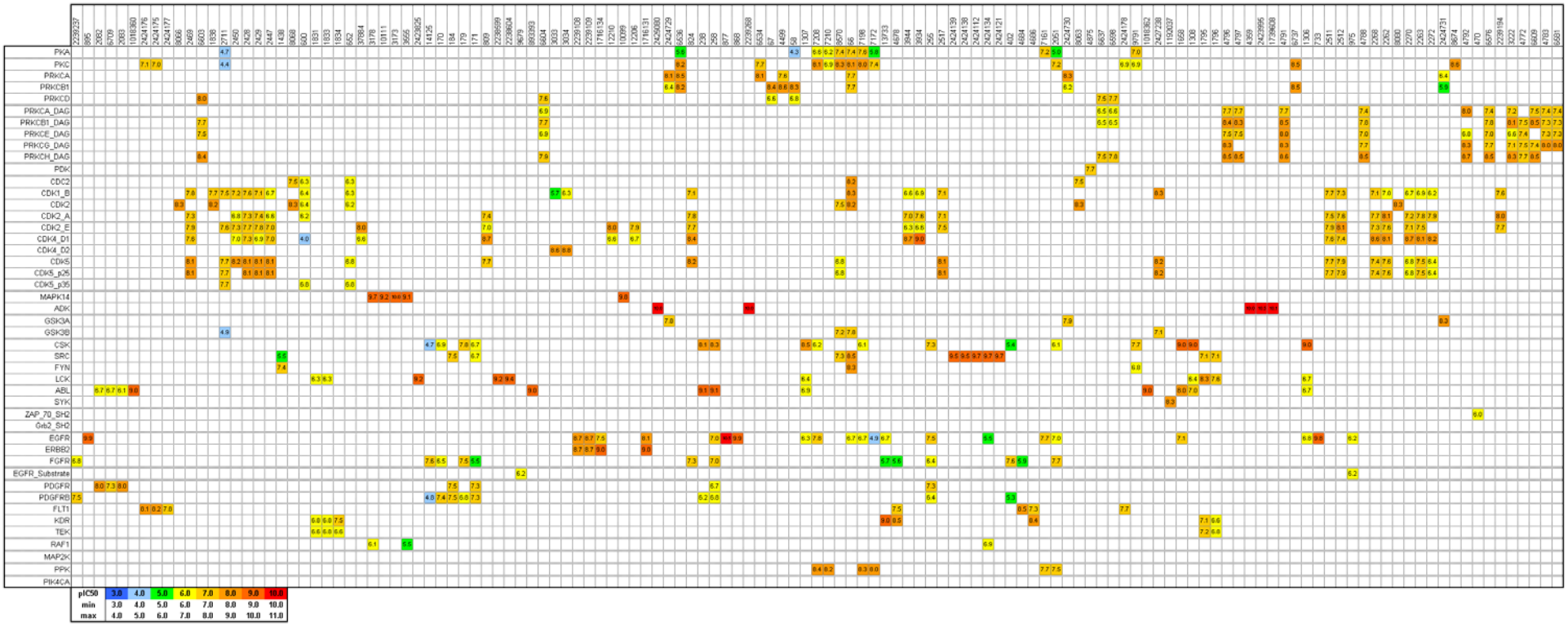Observed potency and selectivity