Consumer Product- Liquid IV Sleep Multiplier. Ad of the product chosen: https://liquid-iv.com/products/sleep-blueberry-lavender?variant=11638559047716 This paper contains your analysis of both the ad itself and the product advertised; it should be 3-4 pages. You should comment on the positive aspects (praise) and the negative aspects (criticism) of the ad. Your analysis should be in paragraph form, and critical comments should be well developed. When discussing scientific articles to analyze the product, please do not use direct quotes or copied material from the scientific articles. Instead, paraphrase the information in your own words and cite appropriately in APA format. In the text of your paper, the author & year of the scientific source should be indicated. When more than two authors are cited, “et al.,” may be used as per APA format (however, remember to include all names on Reference Page.). See example below: According to Maughan et al. (2013), creatine supplementation has been shown to significantly increase total body mass in subjects over a 4-week period. When discussing the advertisement or product description, you may make limited use of short quotations (<40 words) from the ad or product description, but they should be in APA format and cited properly with page numbers, and author/year. When critically evaluating the product, consider the following questions, if appropriate, but do not limit your critique to only these questions: • Is the use of this product supported by scientific evidence? If so, are there any conflicting results among various studies? Do the subjects’ age, health condition, fitness level, etc. match those for whom the ad is directed? Were there limitations and/or flaws in these studies? Describe the studies, as appropriate, to defend your statements and give evidence for or against the claims made in the ad. • What, if any, contribution would the consumption or use of the product make to the nutrient intake, physique, or fitness level of the intended consumer? • Could some less expensive product be used to obtain the same results? • What hazards/adverse effects might be associated with the use of this product? Are there any conditions (e.g., medical, age-related) that would contraindicate the use of the product? When critically evaluating the advertisement, comment on the text, and use of color and graphics. You need to consider the following questions: • Who appears to be the intended consumer? • What techniques are used to draw the attention of the reader? Are they successful or not? Again, consider wording, terminology, graphics and more. • Is the ad straightforward and factual? Explain. • Is any important information omitted that should be disclosed to the consumer?