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Covergirl: Queen Latifah Trusts CoverGirl Products

The CoverGirl ad from March 2012 includes a picture of Queen Latifah in a grayish background with her green eye shadow. Queen Latifah has small brown eyes with long curly black eyelashes. She has a beautiful big smile with shiny white teeth. Queen Latifah also has a lovely pair of small gold round dangling earrings in her ears. The word "CoverGirl" is written in big bold green letter across her forehead, all to improve her appearance. Queen Latifah is written in small green letters underneath in the right hand corner. The photo shot is from her head to her shoulders, just enough for the viewers to focus on CoverGirl's product. Queen Latifah appears to be wearing an olive green shirt, the same color as CoverGirl's product, with her hair pulled back into a long pony tail. The advertisement effectively uses logos, ethos, and pathos to convince the viewers to buy CoverGirl products.

The first appeal is shown by using logos to give the viewer's reasoning to buy CoverGirl products. CoverGirl claims that their products are for women of any