Shortcode "captina_product" Usage

The `captina_product` shortcode enables you to create gateway pages to showcase individual product(s), using the information from the database.

Usage is consistent with other shortcodes (line breaks are for clarity):

```
[captina_product element="{element}"
                 cat_id="{cat_id}"
                 sku="{sku}"
                 store_name="{store name}"
                 /]
```

The parameter `element` is required in all cases. You must also include *either* the `cat_id` or `sku` parameter (except when requesting a custom-field's label, since labels apply across all catalog items).

When you are requesting price information (see below), you may optionally include the `store_name` parameter to force the returned price to be specific to a particular store-pricing level; if absent, then the item's base price will be returned.

The acceptable elements and their details are as follows:

Element	Return Value
`add_item_button` `add_item_div`	Generates element to add item to cart. The returned value is either a `<button>` or `<div>` tag with an `onclick` handler set to `lz_addToCart({cat_id});` The prompt is the Add to Cart prompt set in Admin->Store Operation. Note that this automatically includes the required javascript.
`cat_id`	Internal unique identifier for an item. Note that this may be found at the top of the Core Information section, on the right.
`cart_num_skus`	Returns a `<span>` tag with id `cart_num_skus`, containing the number of SKUs in the cart. If this tag is present on a page, the `innerHTML` is updated automatically by the `lz_addToCart()` javascript function.
`custom_1 ...` `custom_12`	The contents of the associated custom field from the Romance Copy section of the item. This is HTML content.
`description`	Title of item.
`image` `thumbnail`	The filename, with path, for the Image or Thumbnail file for the item. This can be used in the `url()` component of a `background-image` style, or in the `src=""` of an `<img>`. If blank, the Default Image file from Admin→Catalog will be used.

`label_1 ...`
`label_12`
 	
`label_if_data_1 ...`
`label_if_data_12`
	The label for the associated field in the Romance Copy section of the item. The labels are in Admin➔Catalog.
	
	If the Element is of the `_if_data` form, the label will return a blank if the underlying custom field is empty.

`overview`	The Overview section of the item. This is HTML content.
`package_size`	The Package Size from the item. If blank, the return value will be "each".
`pdf_download_button` `pdf_download_span`	An HTML element to trigger a download of an available tech sheet, if the Downloadable Spec Sheet field is populated in the item record. The return value is contained in either a `<button>` or a `<span>` tag, with the visible text from the Download Datasheet setting in Admin➔Store Appearance.
`price_span` `price_span_cents`	Item price per unit, either rounded to the nearest dollar, or including cents. The returned string is comma-formatted (e.g. 1,234 or 1,234.56). Note: uses Base Price, unless the optional store_name parameter is passed in.
`qty_field`	Field for indicating the number of units for the cart. It returns either an `<input>` field or, if the item has a custom quantities list, a `<select>` field. NOTE: if the Item is sold out, then it will return the "Sold Out" string from the Admin➔Store Appearance section rather than a field.
`section`	The name of the Catalog Section of the item.
`sku`	The unique string identifier for the item (not case sensitive).