

July 13, 2009



CCA Industries, Inc. Reports Second Quarter Earnings and Dividend for the Third Quarter.

EAST RUTHERFORD, N.J., July 13 /PRNewswire-FirstCall/ -- CCA Industries, Inc. (NYSE Amex: CAW), announced today that revenues for the three months ended May 31, 2009 were \$14,748,329, net income was \$694,136 and earnings per share were \$0.10, fully diluted, as compared with last year's second quarter revenue of \$17,389,985, net income of \$790,692 and fully diluted earnings per share of \$0.11.

Revenues for the six months ended May 31, 2009 were \$29,692,796, net income was \$818,502 and fully diluted earnings per share were \$0.12. Last years revenue for the six months ended May 31, 2008 was \$31,261,025, net income was \$1,134,375 and fully diluted earnings per share were \$0.16.

The Company previously announced on June 29, 2009, the Board of Directors declared a \$.07 cash dividend payable to all shareholders of record as of August 3, 2009, and payable on September 3, 2009, the twentieth consecutive dividend paid by the Company.

CCA Industries Inc. manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, "Plus+White" toothpastes and teeth whiteners, "Mega-T" Green Tea diet supplements, "Mega-T" Green Tea gum and mint products, "Bikini Zone", medicated topical and shave gels, "Nutra Nail" nail care treatments, "Scar Zone" scar treatment products, "Sudden Change" anti-aging skin care products, "Parfume de Vanille" fragrances, "Solar Sense" sun protection products, "Hair Off" hair removal and depilatory products, "Wash 'N Curl" shampoos and conditioners and Pain Bust RII, an analgesic product.

Statements contained in the news release that are not historical facts are forward looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties are detailed in the Company's filings with the Securities and Exchange Commission.

CCA INDUSTRIES, INC.
SECOND QUARTER
NEWS RELEASE

Quarter Ended -----	May 31, 2009 -----	May 31, 2008 -----
Revenues	\$14,748,329	\$17,389,985
Net Income	\$ 694,136	\$ 790,692
Per Share Earnings		

Basic	\$0.10	\$0.11
Diluted	\$0.10	\$0.11
Weighted Average Shares Outstanding		
Basic	7,054,442	7,054,442
Diluted	7,054,442	7,068,085
Six Months Ended		
-----	May 31, 2009	May 31, 2008
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Revenues	\$29,692,796	\$31,261,025
Net Income	\$ 818,502	\$ 1,134,375
Per Share Earnings		
Basic	\$0.12	\$0.16
Diluted	\$0.12	\$0.16
Weighted Average Shares Outstanding		
Basic	7,054,442	7,054,442
Diluted	7,054,442	7,070,874

SOURCE CCA Industries, Inc.