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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS CHANGE IN EXPENSING INTERIM ADVERTISING

East Rutherford, NJ, September 27, 2005: CCA Industries, Inc. (AMEX: CAW), after discussions with the Securities and Exchange Commission (SEC), has agreed to change the manner in which it will estimate its advertising expenses during the interim periods. The change will have absolutely no effect on the Company's year-end Statement of Operations. It will affect the future quarterly reports because previously the Company allocated the estimated advertising expenses equally over each quarter. Under the new method of estimating, the Company will expense all advertising costs at the time the advertising dollars are actually spent. Based on the Company's history of its use of advertising, the first two quarters will show significantly more expense and significantly less expense will be shown in the third and fourth quarters.

To effect the suggested change, the Company will amend its estimate for advertising expense in the third quarter, which includes all of the advertising that had been previously deferred from the second quarter (\$2,855,175), which would ordinarily have been expensed in the third and fourth quarters, in addition to the advertising expense actually spent in the third quarter.

For comparison purposes, the Company will set forth a proforma statement of operations showing the advertising expense that was actually incurred in each quarter under the new advertising method for the four quarters of the prior fiscal year and the three quarters of the current fiscal year. Commencing in the fourth quarter of 2005, the Company's advertising expense will reflect the only advertising expense that ran in the quarter. There will be no interim deferral of expense.

"No matter which accounting allocation of advertising expenses the Company would report quarterly, the year-end results would be exactly the same," stated David Edell, chief executive officer.

He further added that, "third quarter earnings utilizing either method will be significantly lower than last year's third quarter because the Company has taken a substantial reserve against its recent unsuccessful launch of its new skin care brand."

"The Company is still continuing to work to enhance shareholder value. We also have approximately 15.5 million dollars free cash, no debt and we are very actively seeking a company or a product to purchase."

The Company expects to file its third quarter results by mid-October.

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, “Sudden Change” anti-aging skin care products and “Scar Zone,” “Nutra Nail” nail growth treatments, “Mega” Green Tea diet aids, “Hair Off” hair removal and depilatories, “Bikini Zone” medicated crème and gel for the bikini area, “Solar Sense” sun protection products, “Cherry Vanilla” Perfume and the Denise Austin “Skin Fit for Life” green tea anti-oxidant skin care line.

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, which would cause actual results to differ materially, from estimated results. Such risks and uncertainties are detailed in the Company’s filings with the Securities and Exchange Commission.