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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. DECLARES QUARTERLY DIVIDEND INCREASE

East Rutherford, NJ, November 15, 2005: CCA Industries, Inc. (AMEX - CAW) announced today that the board of directors declared a dividend for the first quarter ending February 28, 2006 for \$0.05 per share to all shareholders of record February 1, 2006 payable March 1 2006.

“CCA expects to have another profitable fiscal year in 2005. The Company is very encouraged by the acceptance of its retail customers for their upcoming promotions that could provide for a very successful fiscal year in 2006,” stated David Edell, founder and CEO.

The Company has generated an increase in its free cash flow from operations. It is still continuing its efforts to seek ways to enhance shareholders' values.

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.