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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS FIRST QUARTER EARNINGS

East Rutherford, NJ, April 13, 2007: CCA Industries, Inc. (AMEX: CAW) announced today first quarter revenues were \$13,827,578, and net income was \$472,753. Revenues for the same period last year were \$14,732,887, and net income was \$1,070,778. The decrease in revenues was impacted by credits for returns and allowances of an unsuccessful launch of a new weight loss supplement in 2006, an increase in advertising, and \$312,610 non recurring transactional expenses incurred with the break-up of a failed merger transaction. Earnings per share were \$0.07 per share from \$0.15 per share fully diluted for the same quarter last year.

“For the past 8 months, the proposed acquisition had the Company’s operations in a time-warp. However, despite the interruptions, our core brands continued to perform well, and I believe, they will continue to do so,” stated David Edell, CEO. “Our focus once again will be new product development, the use of our free cash and our \$25 million line of credit to explore every opportunity to enhance shareholder value.”

The Board of Directors declared a \$0.07 cash dividend payable to all shareholders of record on May 1, 2007, payable on June 1, 2007.

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-T” Green Tea diet aids, “Mega-T” chewing gum, “Mega-G” diet aids, “Pound-X” dietary supplements, “Hair Off” hair removal and depilatories, “Bikini Zone” medicated crème and gel for the bikini area, “Solar Sense” sun protection products, and “Cherry Vanilla” Perfume.

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.

**CCA INDUSTRIES, INC.
FIRST QUARTER
NEWS RELEASE**

Quarter Ended	February 28, 2007	February 28, 2006
Revenues	\$ 13,827,578	\$ 14,732,887
Net Income	\$ 472,753	\$ 1,070,778
Per Share Earnings		
Basic	\$ 0.07	\$ 0.15
Diluted	\$ 0.07	\$ 0.15
Weighted Average Shares Outstanding		
Basic	7,002,353	7,169,901
Diluted	7,094,153	7,261,128