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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. ANNOUNCES PRELIMINARY RECORD FOURTH QUARTER REVENUES AND INCOME**

**East Rutherford, NJ, December 15, 2005: CCA Industries, Inc. (AMEX – CAW) announced today that on preliminary review, the company’s net revenues in this year’s fiscal fourth quarter were greater than any prior fourth quarter results. It is anticipated that, with the increase of revenues and the new SEC required method of accounting for advertising expenditures, the Company will also have record earnings in the fiscal fourth quarter. Audited results for the year-end should be finalized by early February 2006.**

**“The Company’s core brands are showing constant growth, particularly its Mega-T Dietary Supplement brand. The Company is also enthused about the recent sales movement of its new Plus+White Xtra toothpaste,” stated David Edell, CEO. “Next year is very promising based upon the trade acceptance of a number of our new product line extensions.”**

**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, “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.