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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC.'S FOUNDERS REJECT OFFER

East Rutherford, NJ, July 24, 2006: CCA Industries, Inc. (AMEX - CAW) Messrs David Edell and Ira W. Berman, founders, officers and directors of CCA Industries, Inc. advised the board of directors that they have no intention of selling their controlling shares of the Company's Class A stock for \$13.00 per share to Costa Brava Partners III, LP.

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, 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.