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FOR IMMEDIATE RELEASE

**CCA INDUSTRIES, INC. ANNOUNCES A \$0.07 DIVIDEND FOR FIRST QUARTER
ENDING FEBRUARY 28, 2007**

East Rutherford, NJ, January 12, 2007: CCA Industries, Inc. (AMEX - CAW) announced today that the board of directors has declared a \$0.07 dividend for the first quarter payable to shareholders of record February 1, 2007, which will be paid on March 1, 2007.

Negotiations are continuing relating to the proposed acquisition of the Company by Dubilier & Company as contemplated by its previously disclosed letter of intent dated November 1, 2006 with Dubilier, although a definitive agreement has not yet been reached.

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-Ex" 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.