

Company Contacts:

Ira W. Berman  
Chairman  
800-524-2720

**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. REPORTS FIRST QUARTER EARNINGS AND DECLARES  
\$0.07 DIVIDEND FOR THE SECOND QUARTER.**

East Rutherford, NJ April 8, 2009: CCA Industries, Inc. (NYSE AMEX "CAW"), announced today that its Board of Directors declared a \$0.07 cash dividend payable to all shareholders of record as of May 1, 2009, and payable on June 1, 2009; the twentieth consecutive dividend paid by the Company. "The lesser dividend compared to the first quarter was in regard to the concern of the current economic conditions and how it could affect our company's cash flow in the forthcoming quarters. In the meantime, our cash position is strong and if earnings continue, we will be inclined to continue our consecutive dividend stream", stated David Edell, CEO.

Revenues for the three months ended February 28, 2009 were \$14,944,466, net income was \$124,366 and earnings per share were \$0.02 fully diluted, as compared with last year's first quarter revenue of \$13,871,040, net income of \$343,683 and fully diluted earnings per share of \$0.05. "An increase of \$1,000,000 in advertising expenditures in the first quarter of 2009 was the prime reason for the lower income compared to last year's first quarter", continued David Edell.

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, "Mega-T" Green Tea diet supplements, "Mega-T" Green Tea gum and mint products, "Bikini Zone", medicated topical and shave gels, "Nutra Nail" nail care treatments, "Scar Zone" scar treatment products, "Sudden Change" anti-aging skin care products, "Parfume de Vanille" fragrances, "Solar Sense" sun protection products, "Hair Off" hair removal and depilatory products, "Wash 'N Curl" shampoos and conditioners and Pain Bust RII and analgesic product.

**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 are detailed in the Company's filings with the Securities and Exchange Commission.**

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

<b>Quarter Ended</b>	<b>February 28, 2009</b>	<b>February 29, 2008</b>
<b>Revenues</b>	<b>\$14,944,466</b>	<b>\$13,871,040</b>
<b>Net Income</b>	<b>\$ 124,366</b>	<b>\$ 343,683</b>
<b>Per Share Earnings</b>		
<b>Basic</b>	<b>\$0.02</b>	<b>\$0.05</b>
<b>Diluted</b>	<b>\$0.02</b>	<b>\$0.05</b>
<b>Weighted Average Shares Outstanding</b>		
<b>Basic</b>	<b>7,054,442</b>	<b>7,054,442</b>
<b>Diluted</b>	<b>7,057,168</b>	<b>7,073,556</b>