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FOR IMMEDIATE RELEASE

**CCA INDUSTRIES, INC. REPORTS RECORD SECOND QUARTER AND SIX-MONTH
REVENUES AND EARNINGS**

East Rutherford, NJ, June 30, 2004: CCA Industries, Inc. (AMEX: CAW) a manufacturer and marketer of health and beauty aids, announced today record revenues and earnings for the second quarter and six-month period, ended May 31, 2004.

Earnings per share (diluted) for the second quarter increased to \$0.36 from \$0.34 for the same quarter last year. Revenues increased to \$18,339,247 from \$17,610,850 and net income increased to \$2,798,203 from \$2,584,095 for the same period from the previous year.

Earnings per share (diluted) for the six months ended May 31, 2004 increased to \$0.47 from \$0.41 for the same period last year. Revenues increased to \$31,426,735 from \$30,126,032 and net income increased to \$ 3,634,345 from 3,157,721 for the same six-month period, last year.

David Edell, CCA Industries CEO stated, "We are very pleased with these results and are very optimistic about the new group of products coming out during the second half of this year. "

CCA Industries, Inc. had previously announced that its board of directors approved the distribution of a 2% stock dividend to shareholders of record on November 1, 2004, payable December 1, 2004. This dividend will be in addition to the current \$.07 cash dividend payable to shareholders of record on November 1 and payable December 1, 2004.

CCA Industries, Inc. manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, "Plus+White" toothpaste and teeth whiteners, "Sudden Change" anti-aging skin care products and "Scar Zone," "Nutra Nail" nail growth treatments, "Mega" Green Tea 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.

CCA Industries, Inc. & Subsidiaries
Second Quarter
News Release

| Quarter Ended | May 31, 2004 | May 31, 2003 |
|--|---------------------|---------------------|
| Revenues | \$18,339,247 | \$17,610,850 |
| Net Income | \$ 2,798,203 | \$ 2,584,095 |
| Per Share Earnings | | |
| Basic | \$0.38 | \$0.36 |
| Diluted | \$0.36 | \$0.34 |
| Weighted Average Shares Outstanding | | |
| Basic | 7,314,491 | 7,215,128 |
| Diluted | 7,677,661 | 7,654,529 |
| Six Months Ended | | |
| Revenues | \$31,426,735 | \$30,126,032 |
| Net Income | \$ 3,634,345 | \$ 3,157,721 |
| Per Share Earnings | | |
| Basic | \$0.50 | \$0.44 |
| Diluted | \$0.47 | \$0.41 |
| Weighted Average Shares Outstanding | | |
| Basic | 7,301,942 | 7,178,242 |
| Diluted | 7,665,029 | 7,642,160 |