

Company Contacts:
Ira W. Berman
Chairman
800-524-2720

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC REPORTS THIRD QUARTER EARNINGS AND DECLARES \$0.07 DIVIDEND FOR THE FOURTH QUARTER.

East Rutherford, NJ October 12, 2009: CCA Industries, Inc (NYSE Amex: "CAW"), announced today that the board of directors declared a \$0.07 cash dividend payable to all shareholders of record November 2, 2009 payable on December 2, 2009, the twenty-second consecutive dividend paid by the company.

Revenues for the three months ended August 31, 2009 were \$15,344,595, net income was \$1,599,346 and earnings per share were \$0.23 fully diluted as compared with last year's third quarter revenue of \$14,148,729, net income of \$1,101,420 and earnings per share of \$0.16 fully diluted.

Revenues for the nine-month period were \$45,037,390 as compared to \$45,409,755 in the prior year. Net income for the nine-month period was \$2,417,847 as compared to net income \$2,235,795 for the same period last year. Earnings per share fully diluted were \$0.34 as compared to \$0.32 earnings per share fully diluted for the previous year's nine month period.

"Our business is sound, and we believe that we are in an excellent position to take advantage of the present economic status and grow within our mass retail trade class that is beginning to regain their confidence about the retail environment", stated Dunnan Edell, President.

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" diet supplements, "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" Cherry Vanilla fragrances, "Solar Sense" sun protection products, "Hair Off" hair removal and depilatory products, "Wash 'N Curl" shampoos and conditioners and "Pain Bust-R II", an 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.
THIRD QUARTER
AND NINE-MONTH EARNINGS
NEWS RELEASE**

Quarter Ended August 31	<u>2009</u>	<u>2008</u>
Revenues	\$15,344,595	\$14,148,729
Net Income	\$ 1,599,346	\$ 1,101,420
Per Share Earnings		
Basic	\$0.23	\$0.16
Diluted	\$0.23	\$0.16
Weighted Average Shares Outstanding		
Basic	7,054,442	7,054,442
Diluted	7,054,442	7,061,151
Nine Months Ended August 31		
Revenues	\$45,037,390	\$45,409,755
Net Income	\$ 2,417,847	\$ 2,235,795
Per Share Earnings		
Basic	\$0.34	\$0.32
Diluted	\$0.34	\$0.32
Weighted Average Shares Outstanding		
Basic	7,054,442	7,054,442
Diluted	7,054,442	7,065,869