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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. REPORTS RECORD NINE-MONTH EARNINGS**

**East Rutherford, NJ, October 2, 2003: CCA Industries, Inc. (AMEX - CAW) announced earnings for the third quarter ended August 31, 2003. Compared to August 31, 2002, revenues were up from \$11,511,314 to \$12,852,537 Net income was up from \$722,822 to \$1,287,125. Earnings per share were up from \$0.10 per share to \$0.18 per share (diluted). The increase in earnings was primarily a result of the increase in revenues in the third quarter.**

**For the nine-month period ended August 31, 2003, the Company had revenues of \$42,978,569 and net income of \$ 4,444,846, compared to revenues of \$35,070,855 and net income of \$2,240,871 for the prior year.**

**The Company's core brand products: Plus+White Tooth Whitening Toothpastes, Nutra Nail treatments, Bikini Zone, Hair Off depilatories and Sudden Change Skin Care products continue to grow. CCA's diet products, Mega T and Mega C, all of which are natural ingredients - based products, have established themselves comfortably in the marketplace. Scar Zone, introduced late last year, has already gained wide acceptance with consumers. National television advertising is one of the factors that has enabled CCA Industries, Inc. to continue its record growth.**

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.  
THIRD QUARTER  
AND NINE-MONTH EARNINGS  
NEWS RELEASE**

	<b>August 31, 2003</b>	<b>August 31, 2002</b>
<b>Quarter Ended</b>		
<b>Revenues</b>	<b>\$12,852,537</b>	<b>\$ 11,511,314</b>
<b>Net Income</b>	<b>\$ 1,287,125</b>	<b>\$ 722,822</b>

<b>Per Share Earnings</b>		
<b>Basic</b>	<b>\$ 0.18</b>	<b>\$ 0.10</b>
<b>Diluted</b>	<b>\$ 0.17</b>	<b>\$ 0.10</b>

<b>Weighted Average Shares Outstanding</b>		
<b>Basic</b>	<b>7,276,844</b>	<b>7,018,192</b>
<b>Diluted</b>	<b>7,674,234</b>	<b>7,585,043</b>

**Nine Months Ended August 31**

<b>Revenues</b>	<b>\$42,978,569</b>	<b>\$35,070,855</b>
<b>Net Income</b>	<b>\$ 4,444,846</b>	<b>\$ 2,240,871</b>

<b>Per Share Earnings</b>		
<b>Basic</b>	<b>\$ 0.62</b>	<b>\$ 0.32</b>
<b>Diluted</b>	<b>\$ 0.59</b>	<b>\$ 0.30</b>

<b>Weighted Average Shares Outstanding</b>		
<b>Basic</b>	<b>7,211,350</b>	<b>7,036,369</b>
<b>Diluted</b>	<b>7,593,596</b>	<b>7,562,012</b>