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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. ANNOUNCES PRELIMINARY RECORD FIRST QUARTER REVENUES AND EARNINGS AND 5¢ DIVIDEND FOR THE SECOND QUARTER

East Rutherford, NJ, March 14, 2006: CCA Industries, Inc. (AMEX - CAW) announced today that a preliminary review of the Company's net revenues and earnings for the first quarter ended February 28, 2006 exceeded last year's results. Comparative results are based on the Company's net quarterly income that includes expensing media expense as actually incurred for this year and for last year's first quarter. In the past, annual media expenses were estimated and accrued on an equal quarterly basis. The actual first quarter results will be released by the second week of April.

"We are focused on merchandising our core brands and have been successful in injecting a meaningful increase in Plus+White toothpastes and whiteners, Nutra Nail products and Wash 'N Curl shampoos. We have been pleased with the continued shelf strength of the Mega-T dietary supplements, Sudden Change skin care line, Bikini Zone line and Scar Zone brand," stated David Edell, CEO. "This year's first quarter does not include sales of \$1.5 million from sales we had in the first quarter of last year from the discontinued Denise Austin skin care line."

The Board of Directors voted to pay a 5¢ per share dividend to all shareholders of record May 1, 2006 payable on June 1, 2006.

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, "Hair Off" hair removal and depilatories, "Bikini Zone" medicated crème and gel for the bikini area, "Solar Sense" sun protection products, "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.