

**Company Contact:
Ira W. Berman
Chairman**

800 524-2720

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. INCREASES ADVERTISING EXPENDITURE

East Rutherford, NJ, August 2, 2004: CCA Industries, Inc. (AMEX - CAW) reported today that the overwhelming advertising campaign by two of the country's largest consumer products companies created enormous competition in all categories, especially the teeth-whitening category. As a result, the Company has decided to increase its advertising budget by one million dollars to support all of its brands and to enable its oral health care products to retain their position in the industry.

"While we believe that the increased revenues from our other products may cover the \$750,000 extra expense which is being charged to the third quarter under GAAP accounting regulations, we believe the additional advertising could enhance fourth quarter sales. It is a better use of our investment funds than the very low rates the Company obtains from its short-term bonds and notes portfolio," stated David Edell, Chief Executive Office of the Company.

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" Green Tea diet aids, "Hair Off" hair removal and depilatories, "Bikini Zone" medicated cr me 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.