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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. ANNOUNCES ENTERING INTO A LICENSE AGREEMENT FOR A SKIN CARE AND COSMETICS BRAND WITH DENISE AUSTIN, FAMOUS TV HEALTH FITNESS ICON

East Rutherford NJ, August 9, 2004: CCA Industries, Inc. (AMEX: CAW) a manufacturer and marketer of health and beauty aids, announced today that it has entered into an exclusive license agreement with Denise Austin for a new signature brand of skin care products and cosmetics. Denise Austin is the producer and star of daily fitness shows on the Lifetime television network. Ms. Austin has sold over 20 million videos and DVDs at major mass-market retailers throughout the United States.

Denise Austin is a member of the video Hall of Fame. She writes a monthly column in *Prevention Magazine*, and is the author of numerous books on health and fitness. In 2002, President Bush appointed Denise Austin to the President's Council on Physical Fitness and Sports (PCPFS).

David Edell, CEO of CCA Industries, Inc. stated, " The Denise Austin Skin Care Brand is a perfect fit for our previously announced exclusive formulas containing Green Tea developed with CCA in conjunction with Dr. Stephen Hsu, of the Medical College of Georgia. Dr. Hsu is one of the foremost experts on the properties of Green Tea extract for its use in health and anti-aging skin care products."

Denise Austin commented, "I am looking forward to my association with CCA Industries. I am very committed to helping my loyal audience look and feel healthy, and I believe this comes from both inside and out. I am very enthused about the regimen of skin care formulas with Green Tea that appear to be break throughs for damaged and aging skin. My millions of followers will truly have "Skin Fit for Life."

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.