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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. REPORTS THIRD QUARTER AND NINE-MONTH EARNINGS**

East Rutherford, NJ, October 11, 2001: CCA Industries, Inc. (CCAM) announced today earnings for the third quarter ended August 31, 2001. Revenues were up 6% from \$9,992,012 to \$10,608,116. Net income was up 415% from \$59,034 to \$304,125. Earnings per share were up 333% from \$0.01 per share to \$0.04 per share.

**“The Company’s core brand products: Plus+White Tooth Whitening Toothpaste, Nutra Nail, Bikini Zone, Hair Off and Sudden Change Skin Care products have had very good consumer acceptance. Despite increasing our advertising budgets, we had record nine-month earnings due to better control of our Cost of Goods, which increased our Gross Profit Margins.**

**“Plus+White” had the biggest percentage change in sales in the industry’s mass market outlets, increasing 15.2%. Our “Sudden Change,” “Bikini Zone” and “Hair Off Mitten” were recently reported to be among the top ten sellers in their respective product categories.**

**“We have replaced PPA in our Mega diet brands by introducing our new dietary product, “Mega-T” with a new ingredient, Green Tea. The product is obtaining distribution and I believe it will become a viable profitable replacement to recover the lost sales of our former PPA dietary products,” stated David Edell, President of CCA Industries, Inc.**

**CCA Industries, Inc. manufacturer of health and beauty aids products, markets approximately 175 products each under its individual brand name. The products include, principally, “Plus+White” toothpaste and whiteners, “Sudden Change” skin care products, “Nutra Nail” nail treatments, “Mega 14” natural fiber diet aids, “Mega-T Green Tea” appetite suppressant, “Hair Off” mittens and depilatories, “Bikini Zone” medicated creme and gel for the bikini area, hair care products, and the “Solar Sense” line of sun care products, and “Cherry Vanilla” fragrance.**

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**

	August 31, 2001	August 31, 2000
<b>Quarter Ended</b>		
Revenues	\$10,608,116	\$ 9,992,012
Net Income	\$ 304,125	59,0340
<b>Per Share Earnings</b>		
Basic	\$ 0.04	\$ 0.01
Diluted	\$ 0.04	\$ 0.01
<b>Weighted Average Shares Outstanding</b>		
Basic	6,847,006	7,182,301
Diluted	7,448,503	7,520,916
<b>Nine Months Ended August 31</b>		
Revenues	\$34,311,644	\$30,630,611
Net Income	\$ 1,778,751	\$ 603,718
<b>Per Share Earnings</b>		
Basic	\$ 0.26	\$ 0.08
Diluted	\$ 0.24	\$ 0.08
<b>Weighted Average Shares Outstanding</b>		
Basic	6,877,678	7,218,251
Diluted	7,387,103	7,595,087