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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. ANNOUNCES CONTINUED EFFORTS TO ENHANCE SHAREHOLDER VALUE.

East Rutherford, NJ, August 4, 2003: CCA Industries, Inc. (CAW) announced today that it is working with PNC Capital Markets to add additional products that might be divested by many companies in the over-the-counter drug and health and beauty aids business.

“While we have grown by creating and marketing products internally, we are now in a position with a strong cash position, and a significant line of credit and a stock with a more realistic value to enable the Company to make an advantageous acquisition,” stated David Edell, Chief Executive Officer.

The Company announced further that it commenced marketing its exciting new teeth whitener gel product, “Booster.”

The patented product, Booster suggests that no matter what toothpaste you use, applying Booster to your favorite toothpaste will help substantially whiten your teeth,” announced Drew Edell, Consumer Products Manager. Almost all of the Company’s accounts, such as Wal-Mart, Walgreen, CVS, Eckerd and Safeway, will have the product on their shelves commencing in the fourth quarter. Booster will compete with the more expensive products being offered by the Company’s major competitors for teeth whitening products.

CCA Industries, Inc., manufactures and markets health and beauty aids, 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”, non-drug diet aids, “Hair Off” mittens and depilatories, “Bikini Zone” medicated crème and gel for the bikini area, and “Solar Sense”, a 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.