

Company Contact:  
Ira W. Berman  
Chairman  
800 524-2720

**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. NAMED TO BUSINESS WEEK TOP 100 SMALL COMPANIES  
AND  
ANNOUNCES 2% STOCK DIVIDEND**

East Rutherford, NJ, June 17, 2004: CCA Industries, Inc. (AMEX: CAW) announced today that in the recent issue of *Business Week Magazine*, CCA Industries, Inc. was named number 36 as one of the best small companies in the United States, in an article entitled "The 100 Best Small Companies - Hot Growth Companies."

CCA Industries, Inc. also announced today that the board of directors has voted the distribution of a 2% stock dividend to shareholders of record on November 1, 2004, payable December 1, 2004. The 2% stock dividend will be in addition to the \$.07 cash dividend payment payable to shareholders of record on November 1 and payable December 1, 2004.

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.