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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS RECORD YEAR-END EARNINGS

East Rutherford, NJ, February 8, 2005: CCA Industries, Inc. (AMEX: CAW) announced today that revenues were \$61,517,758, a 12.4% increase up from \$54,736,751. Net income was \$5,796,663 up from \$5,252,131. Year-end profits rose to \$0.78 per share basic (\$0.75 fully diluted) up from \$0.71 per share basic (\$0.68 fully diluted as adjusted for the stock dividend).

“We earned record earnings despite the fact that this year was a very expensive year marketing our brands,” stated Dunnan Edell, president. “Television advertising rate increases substantially increased our advertising costs, which were caused by commercial time purchased by the industry during the Olympics and the presidential race.

“All of the Company’s accounts have been enthusiastic with the introduction of our new signature brand, Denise Austin ‘Skin Fit For Life’ skin care line of products. Each product will contain a unique anti-oxidant green tea formula. We also expect a significant contribution in sales from Mega - T Green Tea chewing gum that is showing good success in test markets as well as the revival of Wash ‘N Curl shampoo.”

As a result of the Company’s record profits and optimistic expectations for the new year, the Board of Directors declared that the dividend will be increased to \$0.16 per share for fiscal 2005, \$0.08 per share payable to shareholders of record on May 1, payable June 1 and \$0.08 per share payable to shareholders of record November 1, payable December 1, 2005.

The Company’s principal brand products are “Plus+White” whitening toothpastes, “Nutra Nail” nail treatments, “Sudden Change” and “Scar Zone” skin care products, “Bikini Zone” pre and after shave products, “Hair Off” depilatories, “Mega - T” (Green Tea) diet supplement products, “Cherry Vanilla” fragrances, the “Denise Austin ‘Skin Fit For Life’” skin care products, “Mega - T” chewing gum and “Wash ‘N Curl” shampoo.

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.

Quarter to November 30	2004	2003
Revenues	\$13,394,632	\$11,758,182
Net Income	705,088	807,285
Share Income - Basic	\$.10	\$.11*
Shares Outstanding - Basic	7,232,707	7,422,381*
Share Income – Diluted	\$.09	\$.10*
Shares Outstanding – Diluted	7,521,610	7,829,982*

Year

Revenues	\$61,517,758	\$54,736,751
Net Income	5,796,663	5,252,131
Share Income - Basic	\$.78	\$.71*
Shares Outstanding - Basic	7,399,472	7,372,232*
Share Income- Diluted	\$.75	\$.68*
Shares Outstanding – Diluted	7,680,781	7,768,361*

*Adjusted for 2% stock dividend