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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. REPORTS RECORD PRELIMINARY FIRST QUARTER EARNINGS**

**East Rutherford, NJ, March 26, 2004: CCA Industries, Inc. (AMEX: CAW) announced today that based upon preliminary estimated quarterly results for the first quarter ended February 29, 2004 and subject to minor adjustments in the preparation of the formal 10Q to be filed with the Securities and Exchange Commission, the Company's record preliminary revenues were \$13,087,488, net income was \$836,142 and earnings per share were \$0.11. During the same period last year, revenues were \$12,515,182, net income was \$573,626 and earnings per share were \$0.08. The formal 10Q for the quarter will be filed by April 14, 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.**