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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. REPORTS RECORD YEAR-END EARNINGS**

**East Rutherford, NJ, February 5, 2004: CCA Industries, Inc. (AMEX: CAW) announced today that its year-end profits rose 70% per share from \$0.43 per share basic (\$0.41 fully diluted) to \$0.73 per share basic (\$0.69 fully diluted). Revenues were up 20% from \$45,680,974 to \$54,736,751. Net income was up 71% to \$5,252,131 from \$3,074,353. All of the Company's health, beauty aids and neutraceutical products contributed to the Company's increased revenues and profits.**

**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 " (Green Tea) diet supplement products and 'Cherry Vanilla" fragrances.**

**As a result of the Company's profits and optimistic expectations for the new year, the Board of Directors declared that dividends for fiscal 2004 will be increased to \$0.14 per share for fiscal 2004, payable to shareholders at \$0.07 per share to shareholders of record on May 1 and November 1, 2004.**

**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.**

<b>Quarter to November 30</b>	<b>2003</b>	<b>2002</b>
Revenues	\$ 11,758,182	\$10,610,119
Net Income	807,285	833,482
Share Income - Basic	\$.11	\$.12
Shares Outstanding - Basic	7,276,844	7,145,570
Share Income – Diluted	\$.11	\$.11
Shares Outstanding – Diluted	7,676,453	7,554,492
<b>Year</b>		
Revenues	\$ 54,736,751	\$45,680,974
Net Income	5,252,131	3,074,353
Share Income - Basic	\$.73	\$.43
Shares Outstanding - Basic	7,227,678	7,099,759
Share Income- Diluted	\$.69	\$.41
Shares Outstanding – Diluted	7,616,040	7,579,983