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**FOR IMMEDIATE**

**RELEASE**

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

**East Rutherford, NJ, February 13, 2003: CCA Industries, Inc. (NASDAQ: CCAM) announced today that its year-end profits rose 52% per share from \$0.27 per share to \$0.41 per share. Revenues were up 9.5% from \$ 41,703,531 to \$ 45,680,974. Net income was up 52.6% to \$3,074,353 from \$2,014,369. Profits were helped by the strong improvements of its health, beauty aids and neutraceutical products, "Plus+White" whitening toothpastes, "Nutra Nail" nail treatments, "Sudden Change" skin care products, "Bikini Zone" pre and after shave products and "Hair Off" depilatories. The Company's entire product range showed strong consumer acceptance.**

**As a result of the profits and the optimistic expectations based upon the stronger demand for the Company's products during the first quarter, the Company announced its first cash dividend of \$0.12 a share payable to all holders of the Company's common stock, \$0.06 payable to shareholders of record on April 1, 2003 and \$0.06 payable to shareholders of record on November 1, 2003.**

**David Edell, President and Chief Operating Officer, commented, "Based upon the initial response our products have received in the beginning of this year, the Company engaged PNC Capital Markets, Inc. to assist the Board of Directors consideration for a full range of strategic alternatives to enhance shareholders value, either through a joint venture, acquisition, merger or sale of the Company."**

**CCA's Chairman, Ira W. Berman stated that "based on last year's record earnings and the strong reaction to the Company's line of core and new products this year, the Board of Directors does not believe that the value of the Company is adequately reflected in CCA's share price."**

**PNC Capital Markets is a subsidiary of the PNC Financial Services Group, Inc. The PNC Financial Services Group, Inc., headquartered in Pittsburgh, is one of the nation's largest diversified financial services organizations providing regional community banking, corporate banking, real-estate finance, asset-based lending, wealth management, asset management and global fund services.**

CCA Industries, Inc., manufacturer of health and beauty aids and nutraceutical products, markets approximately 175 products each under its individual brand name. The products include, principally, “Plus+White” toothpastes and whiteners, “Sudden Change” skin care products, “Nutra Nail” nail treatments, “Mega 14” natural fiber diet aids, Mega-T Green Tea” diet aids, “Hair Off” mittens and depilatories, “Bikini Zone” medicated creme and gel for the bikini area, “Scar Zone” a scar diminishing cream, the “Solar Sense” line of sun care products, hair care products, and “Cherry Vanilla” fragrances.

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>2002</b>   | <b>2001</b> |
|-------------------------------|---------------|-------------|
| Revenues                      | \$ 10,610,119 |             |
|                               | \$ 8,546,766  |             |
| Net Income                    | 833,482       |             |
|                               | 235,619       |             |
| Share Income - Basic          | \$.12         |             |
| \$.03                         |               |             |
| Shares Outstanding - Basic    | 7,145,570     |             |
|                               | 6,940,062     |             |
| Share Income – Diluted        | \$.11         | \$.         |
| 03                            |               |             |
| Shares Outstanding – Diluted  | 7,554,492     |             |
|                               | 7,507,738     |             |
| Year Revenues                 | \$ 45,680,974 |             |
|                               | \$41,703,531  |             |
| Net Income                    | 3,074,353     |             |
|                               | 2,014,369     |             |
| Share Income - Basic          | \$.43         |             |
| \$.29                         |               |             |
| Shares Outstanding - Basic    | 7,099,759     |             |
|                               | 6,893,232     |             |
| Share Income- Diluted         | \$.41         |             |
| \$.27                         |               |             |
| Shares Outstanding – Diluted  | 7,579,983     |             |
|                               | 7,526,157     |             |

