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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS RECORD FIRST QUARTER RESULTS

East Rutherford, NJ, April 7, 2003: CCA Industries, Inc. (AMEX: CAW) announced today that its first quarter profits doubled from \$0.04 per share at the end of the first quarter last year to \$0.08 per share for the three month period ending February 28, 2003. Revenues were up 22% from \$10,247,194 to \$12,515,182. Net income increased 91% in the first quarter from \$300,063 at the end of the first quarter last year to \$573,626.

Profits increased as a result of increased demand for the Company's health and beauty aid products, including, "Plus+White" whitening toothpastes, "Sudden Change" skin care products, "Nutra Nail" nail treatments, "Hair Off" depilatories, "Bikini Zone" pre and after shave products. The Company's entire line of branded products shared stronger consumer acceptance.

"Based on the first quarter results, the second quarter is poised to continue the growth and strong consumer acceptance of the Company's product lines," stated David Edell, President of CCA.

CCA Industries, Inc. shares were listed for trading on the American Stock Exchange on March 18, 2003. In addition, the first semi-annual dividend of \$0.06 per share will be paid on May 1 to shareholders of record on April 1, 2003.

CCA Industries, Inc., a manufacturers and markets health, beauty aids, 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", non-drug diet aids, "Hair Off" mittens and depilatories, "Bikini Zone" medicated creme and gel for the bikini area, and "Solar Sense", a line of sun 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.
FIRST QUARTER
NEWS RELEASE**

Quarter Ended 2002	February 28, 2003	February 29,
Revenues	\$ 12,515,182	\$
	10,247,194	
Net Income	\$ 573,626	\$
	300,063	
Per Share Earnings		
Basic	\$ 0.08	\$
0.04		
Diluted	\$ 0.08	\$
0.04		
Weighted Average Shares Outstanding		
Basic	7,140,537	
7,045,557		
Diluted	7,616,430	
7,579,248		