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**FOR IMMEDIATE RELEASE**

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

**East Rutherford, NJ, April 8, 2004: CCA Industries, Inc. (AMEX: CAW) announced today its first quarter earnings per share increased 38% from \$0.08 per share for the quarter ending February 28, 2002, to \$0.11 per share for the current quarter. Revenues were \$13,087,488 and net income was \$836,142. For the same quarter last year, revenues were \$12,515,182 and net income was \$573,626. The 46% increase in net income was the result of an increase in sales and the reduction of general and administrative expenses.**

**“We continue to focus on improving all our brands and extensions. Focus means clarity, conviction and innovation that help us compete with the complexities of the marketplace. Our business increased at the end of the first quarter and our brands are continuing to grow during the second quarter. According to our sales figures, the Company is seeing strong consumer acceptance of our product lines at all of our accounts,” stated David Edell, CEO of CCA Industries, Inc.**

**The Company’s six-month payment of its semi-annual \$0.07 dividend is payable to all shareholders of record on May 1, 2004, payable on June 1, 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.**

**CCA INDUSTRIES, INC.  
FIRST QUARTER  
NEWS RELEASE**

<b>Quarter Ended</b>	<b>February 29, 2004</b>	<b>February 28, 2003</b>
<b>Revenues</b>	<b>\$ 13,087,488</b>	<b>\$ 12,515,182</b>
<b>Net Income</b>	<b>\$ 836,142</b>	<b>\$ 573,626</b>
<b>Per Share Earnings</b>		
<b>Basic</b>	<b>\$ 0.11</b>	<b>\$ 0.08</b>
<b>Diluted</b>	<b>\$ 0.11</b>	<b>\$ 0.08</b>
<b>Weighted Average Shares Outstanding</b>		
<b>Basic</b>	<b>7,289,255</b>	<b>7,140,537</b>
<b>Diluted</b>	<b>7,652,255</b>	<b>7,616,430</b>