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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS RECORD FIRST QUARTER EARNINGS

East Rutherford, NJ, April 11, 2005: CCA Industries, Inc. (AMEX: CAW) announced today its first quarter revenues were \$14,814,188, a 13.2% increase, up from \$13,087,488 for last year's first quarter. Net income was \$944,830, a 13% increase, up from \$836,142. Earnings per share increased 18% to \$0.13 per share from \$0.11 per share.

"The continued sales growth of our Mega - T dietary supplement helped us achieve our record first quarter results. We are expecting Mega - T to continue its growth during the balance of our fiscal year. We are looking forward to the success of our new Denise Austin skin care brand which should be determined in test markets during our second fiscal quarter," stated Dunnan Edell, president.

"We have very optimistic expectations for the 2005 fiscal year and we are looking forward to continuing our incremental record growth."

CCA Industries, Inc. manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, "Plus+White" toothpastes 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, "Cherry Vanilla" Perfume and the Denise Austin "Skin Fit for Life" green tea anti-oxidant skin care line.

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	February 28, 2005	February 29, 2004
Revenues	\$ 14,814,188	\$ 13,087,488
Net Income	\$ 944,830	\$ 836,142
Per Share Earnings		
Basic	\$ 0.13	\$ 0.11
Diluted	\$ 0.13	\$ 0.11
Weighted Average Shares Outstanding		
Basic	7,093,730	7,289,255
Diluted	7,335,083	7,652,255